JUNE 25, 1956 35c PER COPY

BROADCASTING TELECASTING

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25TH year

Proof of dominance!

June 1956 figures* give WXEX-TV

16%

more viewers per rating point

	Number of TV homes in Grade B area	TV homes per rating point projected to Grade B area
WXEX-TV	205,000	2,050
STATION B	175,400	1,754
STATION C	174,800	1,748

- WXEX-TV delivers 16.9% more TV homes than Station B—17.3% more than Station C.
- WXEX-TV gives you a *bonus of better than 2 TV homes* with every 12 homes you buy.
- Station B is now operating on interim low power and tower. On this basis, the Grade B area of WXEX-TV delivers 58.3 more TV homes than does Station B.

*Service contours of stations considered are for maximum power and tower calculated by Kear & Kennedy (consulting radio engineers, Washington, D. C.) from information on file with FCC, and based on latest available ARF figures updated to June 1, 1956.

The dominant station serving Richmond, Petersburg and Central Virginia

WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

Sales Rise with the Sun

Advertisers buy the Powerhouse of the Southwest From Dawn 'til Midnight

CHANNEL 6 on at 6 (A.M.!)

Dominating over 100,000 TV Homes in 26 Counties (Area Telepulse — January-February, 1956) 58 per cent of Total Audience — Station "B" only 14 per cent.

SIGNING ON with NETWORK

Showmanlike integration of local personalities, box-office films, full-time farm service and aggressive news coverage with virtually the complete CBS schedule.

ON the AIR daily for 18 HOURS

- Network Programming Over 300 Hours per Month!
- Live Local Shows Designed for National Sale & Results!
- Top Film Shows; High Rated Day & Night Adjacencies!

HERE'S THE WEEKLY DAYTIME SCHEDULE THAT YOU CAN BUY INTO FOR LOW COST...BIG RESULTS

†	6:00 A.M.	Will Rogers, Jr.
*	6:25 A.M.	Weatherman
†	6:30 A.M.	Will Rogers, Jr.
*	6:55 A.M.	News
†	7:00 A.M.	Capt. Kangaroo
	7:25 A.M.	Weatherman
†	7:30 A.M.	Capt. Kangaroo
*	7:55 A.M.	News
*	8:00 A.M.	Garry Moore —
†		Video Varieties
*	8:30 A.M.	Arthur Godfrey —
†		Video Varieties
*	9:30 A.M.	Strike It Rich
*	10:00 A.M.	Valiant Lady
*	10:15 A.M.	Love of Life
*	10:30 A.M.	Search for Tomorrow
	11:00 A.M.	CBS News
	11:10 A.M.	Stand Up and Be Counted
*	11:30 A.M.	As the World Turns
	12 Noon	Johnny Carson
	12:30 P.M.	News and Weather
*	12:45 P.M.	Farm Digest
†	1:00 P.M.	Big Payoff
†	1:30 P.M.	Bob Crosby
*	2:00 P.M.	Brighter Day
*	2:15 P.M.	Secret Storm
*	2:30 P.M.	Edge of Night
†	3:00 P.M.	Afternoon Show
†	3:30 P.M.	Adventure Theater
†	5:00 P.M.	Club Six
*	5:45 P.M.	News

(* — Sponsored; † — Partially Sponsored)

100,000 WATTS
MAXIMUM POWER

CBS

Walter M. Windsor
General Manager

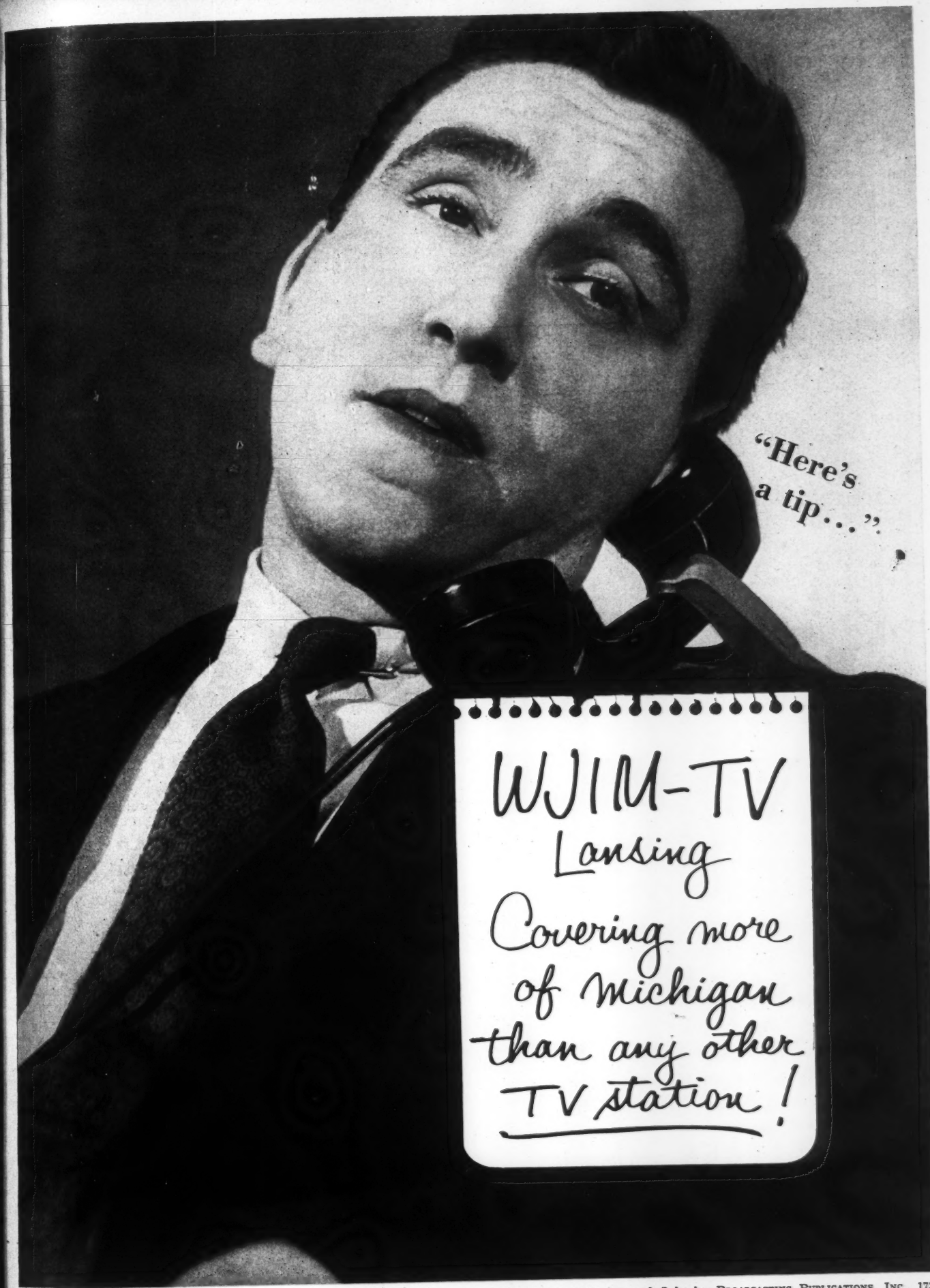
KCMC-TV

CHANNEL 6
TEXARKANA, TEXAS-ARKANSAS
Represented by Venard, Rintoul & McConnell, Inc.

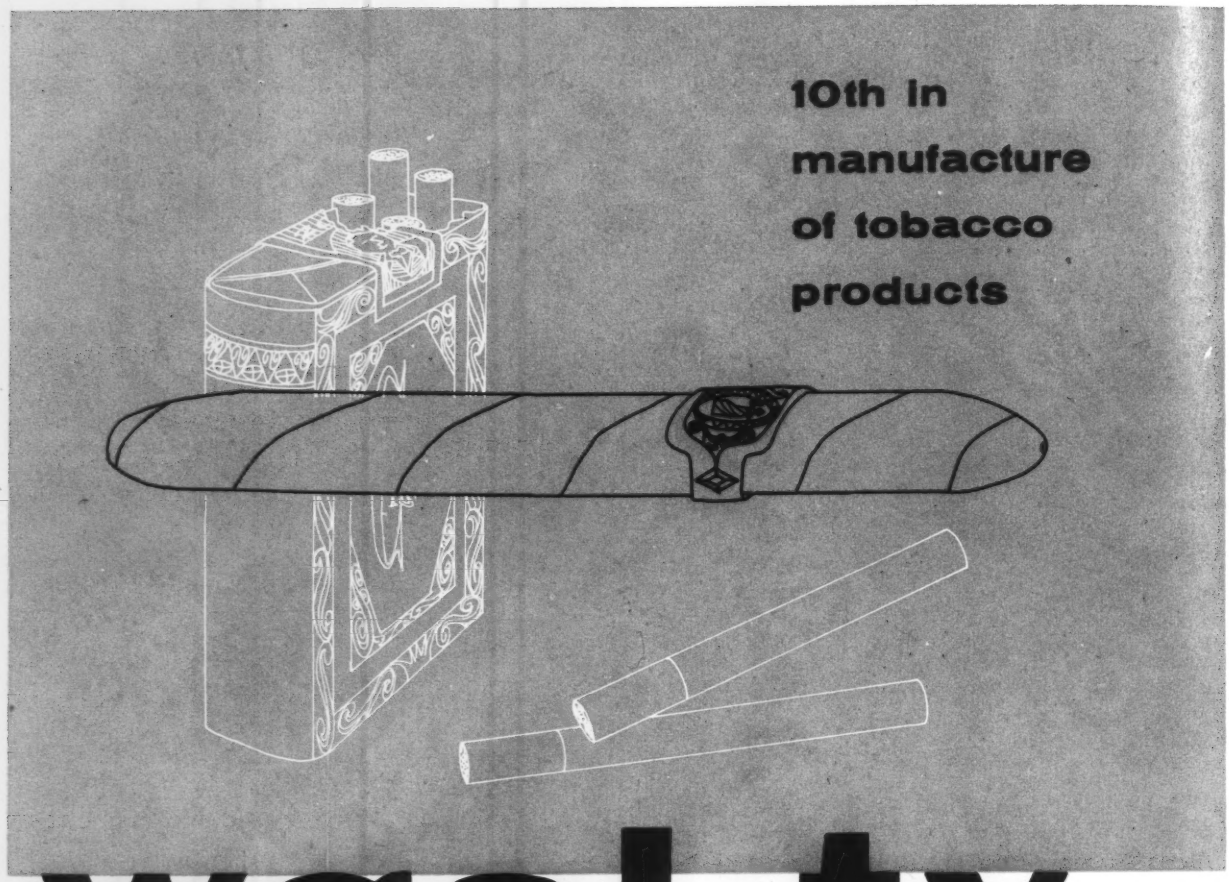
Equipped to Telecast
Network Color

ABC

Richard M. Peters
Dir. Nat'l Sales & Promo.



Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

NBC AND CBS

Among the television markets foremost in the manufacture of tobacco products, the Channel 8 Multi-City Market ranks tenth, based on production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*). This is just one phase of the widely diversified industry which makes the WGAL-TV Channel 8 market a *buying* market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET

closed circuit.

SECESSION? • ABC, which rejoined NARTB three years ago, may take another walk. Disagreement over action on resolution proposed by Ernest Lee Jahncke Jr., ABC vice president and member of tv board, which would have asked FCC to act forthwith in authorizing new tv outlets to provide competition in two station or less markets, caused furor. Tv board finally considered what was described as watered-down version, but that was voted down 7-6. ABC network, and its 10 owned and operated radio and tv stations, it's understood, pay about $40,000 in annual dues. NBC, through Vice President Frank M. Russell, reportedly favored ABC's original strong position.

B•T

NUMBER of independently owned tv stations reportedly are up in arms over stringency of new television code board actions and are thinking seriously of withdrawing and perhaps setting up their own code. Being talked up is resignation from NARTB and code authority and adoption of own code which, in main would follow existing code, with their own seal. Some independents contend stations can't economically pull out of what is labeled so-called "pitch" or demonstration business and can't afford, moreover, to be held in ridicule by losing NARTB seal. Some two dozen independent stations are believed to be in category which might decide on separate code and organization.

B•T

WHO'LL SPANK? • Curious discrepancy appears in punitive part of new NARTB Tv Code amendment adopted last week, as association invites film producers and distributors into structure. New amendment, admitting film interests as affiliate code subscribers, provides that code privilege can be withdrawn from film affiliates by code review board. However, code privilege can be withdrawn from station-network subscribers only by NARTB Tv Board itself, acting on recommendation of review group.

B•T

COMMISSIONERS Robert E. Lee and Robert T. Bartley were at Federal Civil Defense headquarters at Battle Creek, Mich., last Thursday for updating on communications defense activities. Comr. Lee is assigned to defense and Comr. Bartley is his alternate.

B•T

REPORT CARD • Proposed draft of interim report on Senate Commerce Committee's two-year inquiry into television allocations was being circulated among the 15 members of committee last weekend. Prepared by committee staff, headed by Majority Counsel Kenneth Cox and Nicholas Zapple, staff communications expert, report is understood to crack FCC's knuckles on failure to deintermix number of (perhaps as many as three dozen) markets and in that manner tend to assure uhf in tv's future. It's understood Chairman Magnuson (D-Wash.) isn't disposed to issue interim report unless committee goes along. Only allocations phases, rather than network licensing and Bricker bill, would be involved. Best guess at weekend was that report would be issued before Congress recesses about mid-July.

B•T

EDWARD PETRY & Co., station representative which severed with ABC's KABC-TV Los Angeles when that station named Katz Agency, effective July 1 will become representatitive for Copley Press' KCOP (TV) there. Contrary to current trend to film programming, KCOP is emphasizing live shows and expanding schedule of programs with studio audience.

B•T

ALL'S FORGIVEN • Objections of WNHC-TV New Haven, Conn., to CBS and NBC purchases of WGTH-TV Hartford and of WKNB-AM-TV New Britain, both Conn., respectively, can be expected to be dropped now that sale of New Haven stations to Triangle Publications Inc. (WFIL-*Philadelphia Inquirer*) has been approved by FCC (see story, page 74). However, formal *withdrawal of objections to network buys won't be made until sale is consumated,* and that won't take place until 30 days after date of FCC approval. That's to cover possibility of any protests being filed.

B•T

"STATE'S RIGHTS" package plan envisioning sale of filmed football coverage to key stations in its area has been scrapped by Big Ten. Thinking now is along lines of film network concept, providing line charges and other factors can be worked out. Conference is trying to interest WGN-TV Chicago in plan as feeder station and principal in actual production of package. One thing is certain: Big Ten will offer some sort of film coverage this fall.

B•T

SWAN SONG • Look for June 28 as big decision day on pending tv docket cases. Meeting will be last for Comr. E. M. Webster, who retires June 30 after nine years on FCC. It's felt as many cases as possible should be decided prior to swearing in of T. A. M. Craven, who would not be qualified to participate on hold-over cases. Comdr. Craven's nomination was confirmed by Senate Friday; he will be sworn in by Chairman McConnaughey July 2.

B•T

SECOND VOLUME of "File 13," continuing listing of persons in entertainment-communications field who have alleged pro-communist associations, is expected to be released within next few months (see "blacklisting" report, page 30). Vincent Hartnett, New York talent consultant, who is among those being sued by WCBS New York humorist John H. Faulk for $500,000 (see page 31), compiled first volume of "File 13" several years ago and is preparing at least 10 volumes in total as lifetime project. Listing, said to be "far more detailed" than "Red Channels," of which Mr. Hartnett was co-author, and as departure, also reports on individuals who have repudiated alleged leftist connections and on persons mistakenly identified with those of same name who have asserted pro-Red associations.

B•T

IN ON THE ACT • It develops now that Earle Ludgin & Co. had knowledge of Helene Curtis Industries concerted free product plug plan on radio-tv stations—in fact, helped work it out and approved it [B•T, June 18]. Agency feels too, along with company, that product has honest news value and solicitations were in response to requests from station women's editors for more information. Helene Curtis is not buying additional time for Purse Spray but is featuring product spots on its network tv shows.

B•T

SEARS, ROEBUCK & Co. reportedly considering heavy use of tv for fall, either on network or syndicated property basis. It's understood retailer is interested in Rosemary Clooney film series, distributed by MCA-TV, in preference to network show on theory it can tie-in more closely to store patterns in its cities. Sears also may nationally distribute its Silvertone color tv sets.

B•T

GRATITUDE • New *Press Conference* telecast series, starting July 4 on NBC-TV under Corn Products Refining sponsorship, is going to bite the news hand that's feeding it. Official description of show, which bills Martha Rountree as "female Jim Hagerty," notes it will produce important news and then adds this anomaly: *"Press Conference* is a newspaperman's show which will merely televise and glorify the work of the reporter. It will show news in the making and it will urge all listeners to read their daily newspapers for the full story."

B•T

IKE FOR VEEP? Harold Hough, director of WBAP-AM-TV Fort Worth, who has been in just about every movement in broadcasting's development, comes forth with suggestion that President Eisenhower should run for vice president. He wouldn't have to do as much work but would still be in top echelon councils to control domestic and foreign policy. Col. Hough declares it doesn't matter much who then would become president.

B•T

BIDING TIME • No decision has been reached by FCC as to whether it will fill post of assistant secretary, vacated May 14 by retirement of William P. Massing. Among those reportedly under consideration are Robert D. J. Leahy, veteran of 21 years on FCC staff, and David C. Williams, legal assistant to Comr. Lee.

CBS TELEVISION

in every television market there is one dominant station... in Indianapolis that station is

WISH-TV

channel **8**

at deadline

GRAND JURY CALLS NBC, WBC OFFICIALS IN STATION EXCHANGE INVESTIGATION

FEDERAL Grand Jury in Philadelphia has set major investigation into NBC-Westinghouse exchange of radio-tv stations in Cleveland and Philadelphia, B•T learned Friday.

Grand Jury reportedly has subpoenaed officials of both companies to appear this week in Philadelphia. Records pertaining to transfer of properties also were subpoenaed, it was said.

NBC and Westinghouse Broadcasting Co. officials summoned to appear were understood to be those intimately connected with negotiations leading to exchange of NBC's WTAM-AM-FM and WNBK (TV) Cleveland for Westinghouse's KYW and WPTZ (TV) Philadelphia, plus $3 million cash to Westinghouse.

Cleveland-Philadelphia swap has been under investigation by Dept. of Justice for some time. Fact case was taken to grand jury was interpreted to mean Justice wanted records and testimony it was unable to get without subpoena.

Justice Dept. itself has no subpoena power. To obtain records and testimony which are not volunteered, Justice frequently puts matters before grand jury which, through courts, can issue subpoenas.

Subject of NBC-Westinghouse swap came up last week in testimony of Donald H. McGannon, WBC president, under examination by Senate Commerce Committee (see story, page 73). Mr. McGannon, answering questions, said Westinghouse would not have made deal if it had not feared loss of NBC affiliation.

Since transfer, stations have been renamed. They are now KYW-AM-FM-TV Cleveland and WRCV-AM-TV Philadelphia.

Public Relations Project Planned by NARTB Boards

SPECIAL NARTB committee will be named to study proposal for public relations campaign designed to meet attacks of industry critics, combined boards of association decided Friday at close of three-day board schedule (stories pages 54, 59). President Harold E. Fellows will name three radio and three tv directors to serve with him on committee.

Directors approved plans for next four annual conventions and regional meeting schedules for 1956 and 1957. Two-day regional meetings starting Sept. 16 will have radio-only meeting on morning of first day followed by president's luncheon talk and separate radio-tv sessions in afternoon. Second day will have tv-only session in morning and general association-industry topics in afternoon.

NARTB conventions for next four years will be held as follows: 1957, Conrad Hilton, Chicago, April 7-11; 1958, Biltmore and Statler, Los Angeles, April 27-May 1; 1959, Conrad Hilton, Chicago, March 15-19; 1960, Conrad Hilton, Chicago, April 3-7.

Regional meetings in 1956 follow: Sept. 17-18, Nicollet Hotel, Minneapolis; Sept. 20-21, Utah Hotel, Salt Lake City; Sept. 24-25, St. Francis, San Francisco; Sept. 27-28, Oklahoma Biltmore, Oklahoma City; Oct. 11-12, Shoreham, Washington, D. C.; Oct. 15-16, Somerset, Boston; Oct. 18-19, Sheraton-Lincoln, Indianapolis; Oct. 25-26, Dinkler-Tutwiler, Birmingham.

Regional meetings in 1957 follow: Sept. 16-17, Van Curler Hotel, Schenectady, N. Y.; Sept. 19-20, Statler, Cleveland; Sept. 23-24, Grove Park Inn, Asheville, N. C. (tentative); Oct. 10-11, Muehlebach, Kansas City; Oct. 14-15, Multnomah, Portland, Ore.; Oct. 17-18, Brown Palace, Denver; Oct. 21-22, Baker, Dallas; Oct. 24-25, Peabody, Memphis.

Next board meetings will be held Feb. 4, 1957, at Hollywood, Fla.; June 17, Washington; Jan. 19, 1958, Phoenix, Ariz.; June 16, 1958, Washington.

Directors reviewed plans for 10th anniversary Voice of Democracy contest; progress of state association activities; heard that 17 managers have signed group life insurance policies under association plan.

Board received petition signed by over 5% of membership asking new referendum vote on deletion of eight at-large directorships next spring. Subject will be discussed at autumn regional meetings.

Guidebook on news broadcasting will be prepared by Freedom of Information Committee. NARTB plans survey of radio-tv access to public and official events in 48 states.

Sindlinger Predicts Sullivan Will Best Allen Debut

PREDICTION that Steve Allen's first program in 8-9 p.m. Sunday period on NBC-TV (yesterday) would attract less than half as many viewers as those watching Ed Sullivan on CBS-TV at same time was made Friday by Sindlinger & Co., audience research organization which determines probable audience size on basis of advance interviews [B•T, April 9].

Ed Sullivan Show, according to Sindlinger advance information, would start with audience of 43,820,000, of which 10.7 million would turn to *Steve Allen Show* sometime during the hour, augmenting that program's basic audience of 13,400,000. Average audiences were predicted as 18,750,000 for Allen, 38,470,000 for Sullivan.

Salem, Aberdeen Bids Filed

APPLICATION filed Friday for ch. 3 Salem, Ore., by Salem Tv Co. (C. H. Fisher), accompanied by petition asking FCC to vacate ch. 3 grant to KSLM-TV there. Ch. 3 permit has been bought by Storer Broadcasting Co. for $27,277 with object of moving vhf frequency into Portland, Ore., to replace its ch. 27 KPTV (TV) there. Mr. Fisher controls KAGT Anacortes, Wash.; KDLS The Dalles, KUMA Pendleton, KIHR Hood River, and 26.6% of KVAL-TV Eugene, all Ore. KVAL-TV owns 50% of KPIC-TV Roseburg, Ore.

Also filed Friday was application for ch. 9 at Aberdeen, S. D., by F. F. McNaughton and sons. McNaughton interests include WRMN Elgin, and WCRA Effingham, both Ill.; KXGI Ft. Madison, Iowa; *Pekin Times* and *Effingham News,* both Ill.

• BUSINESS BRIEFLY

TWO IN FOR TEXACO • Purex Corp., South Gate, Calif., through Weiss & Geller, Chicago, and Whitehall Pharamacal Co., through Ted Bates & Co., both N.Y., will sponsor on alternate weeks *Festival of Stars,* series of 30-minute films starring well-known Hollywood and Broadway performers, starting this Saturday on NBC-TV, 9:30-10 p.m. EDT. *Festival* replaces *Texaco Star Theatre.*

DAMONE FOR 'BRIDE' • General Foods Corp. (instant Maxwell House coffee), White Plains, N. Y., will sponsor CBS-TV's *Vic Damone Show* (Mon., 9:30-10 p.m. EDT) as summer replacement for *December Bride* starting July 2. Agency: Benton & Bowles, N. Y.

FIRST FOR CARSON • Best Foods Inc., N. Y., through Dancer-Fitzgerald-Sample, N. Y., and Simoniz Co., Chicago, through Sullivan, Stauffer, Colwell & Bayles, N. Y., Friday signed as first sponsors of CBS-TV's new *Johnny Carson Show* (Mon-Fri., 2-2:30 p.m. EDT), effective July 3. Best Foods will sponsor 2:15-2:30 p.m. portion alternate Tuesdays; Simoniz, 2:15-2:30 p.m. Wednesday portion.

ALLEN FOR STERN • Allstate Insurance Co., Chicago, to replace Bill Stern with *Sports Caravan,* featuring Mel Allen, on ABC Radio Mon.-Fri. at 6:35-6:45 p.m. EDT, today (Mon.). Agency is Christiansen Adv., Chicago.

ID'S FOR COFFEE • American Home Foods Inc. (George Washington instant coffee), N. Y., launching 39-market radio-tv "heavy ID saturation" campaign in eastern and northeastern markets effective June 28. Agency, Charles W. Hoyt Co., N. Y., still looking for availabilities for initial radio-tv drive in Schenectady, New Haven, Hartford and Springfield, Mass., lasting four weeks on tv, 23 weeks on radio. Secondary phase, covering 35 markets and lasting 23 weeks, will be strictly radio.

REYNOLDS LOOKING • R. J. Reynolds Tobacco Co., Winston-Salem, through William Esty & Co., N. Y., looking for availabilities for radio spot announcement campaign to start July 2 for unspecified product.

666 IN MARKET • Charles W. Hoyt Co., N. Y., is looking for availabilities for $250,000 radio spot campaign for Monticello Drug Co. (666 cold preparation), Jacksonville, Fla., scheduled to run on 200 southern stations from Oct. 1 to March 1957.

CHANCE FOR RADIO • Lever Bros., N. Y., set to launch spot radio campaign shortly in Erie, Buffalo, Rochester and Utica to test effectiveness of radio for Dove soap, introduced last November. Budget for spots reportedly taken from expenditures of "teaser" campaign in printed media used to launch new product, with expectation that spot markets will be expanded if radio proves effective. Agency: Ogilvy, Benson & Mather, N. Y.

CRANBERRIES BUYING • National Cranberry Assn. planning two-week radio spot announcement campaign in number of markets starting at varied dates, July 12-July 19, in New England, Pennsylvania and west coast areas. BBDO, N. Y., is agency.

Jovial **DEAN HARRIS**—Central New York's biggest and best radio host, the Dean of unseen salesmen.

KAY LARSON—The pretty voice that makes more men and most women tune in "Milady's Almanac".

AL MELTZER—Area high school and collegiate world must orbit around his musical turn tables or be in the dark.

JOE CUMMISKEY—More news for more listeners from sunrise to sunset.

ALL THIS and the CBS radio network TOO!

on WHEN RADIO

***WHEN** planning a campaign for the Syracuse Market... insure its success with proven sales producers. Write, wire or phone for complete information.*

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

$3.5 Million Tampa Sale Tops Six Station Purchases

TWO television and four am stations have changed hands, it was announced Friday—headed by the $3.5 million sale of ch. 13 WTVT (TV) Tampa, Fla., to the WKY Radiophone Co. (WKY-AM-TV *Oklahoma City Oklahoman* and *Times*). All transactions are subject to FCC approval.

WTVT, which began April 1955, is affiliated with CBS and is owned by former Florida Governor Doyle E. Carlton, 15%; W. Walter Tison (former owner of WALT Tampa), 20%; David E. Ward, 10%, and others. WKY also owns WSFA-AM-TV Montgomery, Ala. E. K. Gaylord is president and P. A. (Buddy) Sugg is manager of broadcast properties.

Ch. 27 KVVG (TV) Tulare, Calif., sold by M. B. Scott and Joseph Justman to independent movie producer James Stacy for $10,000 and assumption of liabilities. This is third ownership change for Tulare-Fresno outlet, originally owned by Sheldon Anderson. Present owners bought station from Mr. Anderson for $1 and assumption of $350,000 in liabilities.

Radio sales were headed by purchase of KEAR San Francisco from S. A. Cisler by David Segal, Mid-America Broadcasting Co. principal, for aggregate sum of $500,000. At same time, Mr. Segal advanced monies enabling station to pay off Federal government lien (for withholding and unemployment insurance taxes), permitting it to resume operation Friday evening on 1550 kc with 10 kw. KEAR had been padlocked by Internal Revenue agents May 31 [B•T, June 18, 4]. Mid-America stations are KOSI Denver, Colo.; WGVM Greenville, Miss., and KLEE Ottumwa, Iowa. Transaction handled through Hugh R. Norman, Davenport, Iowa.

WGAU-AM-FM Athens, Ga., sold by C. A. Rowland, Tate Wright, Earl B. Braswell and J. K. Patrick to J. Thomas Lord and H. Randalph Holder for $105,000. Mr. Lord is station manager and Mr. Holder news director of WRFC Athens. CBS-affiliated WGAU operates on 1340 kc with 250 w. Broker was Blackburn-Hamilton Co.

WWHG-AM-FM Hornell, N. Y., sold by W. H. Greenhow Co. to Ra-Tel Broadcasters Inc. for $50,000. Ra-Tel principals are Frederick Schottland, consulting engineer, and Alfred and Sy Dresner. WWHG operates with 1 kw daytime on 1320 kc. Allen Kander & Co. negotiated transaction.

WPFD Darlington, S. C., sold by J. A. Gallimore to owners of WCGC Belmont, S C. (Robert Hilker and Lucille Hand), for $37,500. Station operates on 1350 kc with 500 w daytime. Paul H. Chapman Co., Atlanta, was broker.

Sherwood Television Awards Go to NBC, WAAM (TV)

TELEVISION'S "terrific impact" hailed Friday by Paul G. Hoffman, chairman of Fund for the Republic, at luncheon marking presentation of fund's Robert E. Sherwood tv awards, totaling $55,000, to "I Was Accused" and "Tragedy in a Temporary Town," both on NBC-TV, and to desegregation documentary on WAAM (TV) Baltimore.

"I Was Accused," which appeared in *Armstrong Circle Theatre* series sponsored by Armstrong Cork Co., and "Temporary Town," from Aluminum Co. of America's *Alcoa Hour,* received $20,000 apiece as best documentary and drama, respectively, dealing with freedom and justice theme, while WAAM's *Desegregation: Baltimore Report* received $15,000 as best independent-station production on that theme. Prize money is divided among producer, writer and director in each case. Mrs. Robert E. Sherwood, widow of noted playwright, announced winners at New York luncheon.

NBC and WAAM received silver plaques for presenting prize-winning shows and in addition certificates of honorable mention were awarded to *Omnibus*' "Constitution" series (CBS-TV); *Kraft Television Theatre*'s "One" (NBC-TV); *Philco Playhouse*'s "A Man Is Ten Feet Tall" (NBC-TV); *In Freedom* on KOMO-TV Seattle; *In the Minds of Men* on KPIX-TV San Francisco; *This Is Our Faith* on WATV (TV) Newark; *Invisible Fence* on KEYD-TV Minneapolis; *Camera Three* series on CBS-TV, and *Frontiers of Faith* on NBC-TV.

With more than 100 programs entered for this year's Sherwood awards, Mr. Hoffman observed, fund officials were "so much encouraged that we have decided to continue them for another year. We feel that television has an enormous potential strength as an educational force—a potential which is just beginning to be realized."

Prize money for this year's winners will be shared; in case of "I Was Accused," by writer Jerome Coopersmith, director William Corrigan and producer David Susskind; for "Tragedy in a Temporary Town," by writer Reginald Rose, director Sidney Lumet and producer Herbert Brodkin, and for *Desegregation: Baltimore Report,* by Mrs. Gray Johnson Poole, writer, director K. Calfee and producer H. B. Cahan.

Forsling Named Reinsch Aide

APPOINTMENT of Elizabeth Forsling of Elizabeth Forsling & Assoc., Dallas public relations firm, as executive assistant was announced Friday by J. Leonard Reinsch, executive director of Cox radio and tv stations, serving as assistant chairman of Democratic National Committee in charge of convention. Miss Forsling will handle housing and public relations. She formerly was with ABC New York and before that radio-tv editor of *Newsweek*.

TOUCH OF VENUS

U. S. BROADCASTERS may be in for more competition—this from unexpected source. Ohio State U.'s Dr. John D. Kraus Friday reported picking up new radio signals "which presumably originate on Venus." Earlier in month, Dr. Kraus, director of university radio observatory, reported radio signals resembling static from thunderstorms received from Venus. He said new signals are of distinctly different type, have many characteristics of signals from terrestrial radio telegraph transmitting stations.

PEOPLE

WILLIAM L. NEWTON, Lennen & Newell, N. Y., to D'Arcy as account executive on Lenox Inc. (china). Lenox recently went to D'Arcy from L & N.

RICHARD W. SATTERFIELD, vice president and advertising sales manager, Davis Young Soap Co., Dayton, Ohio, to Compton Adv., N. Y., as account executive.

LYLE B. HILL, radio-tv operations manager, Dancer-Fitzgerald-Sample, to production coordinator. **SALLY BOULON,** formerly of Zerbe-Penn Adv. and WKAQ-TV San Juan. P. R., named as his successor. **WILLIAM WEILBACHER,** head of D-F-S media research unit, named executive assistant to Dr. Lyndon O. Brown, vice president of media research and marketing. **BABETTE JACKSON,** assistant research director, The Biow Co., to D-F-S as project director. **ARNOLD BROWN,** engineer, KYW-TV Cleveland, to D-F-S sound recording-transcription supervisor, and **ERNEST M. PITTARO,** film producer, The Biow Co., to film production supervisor, both in tv commercial production department.

DAVID RICH, director of Arthur Godfrey's *Talent Scouts,* signed to direct feature film for Columbia Pictures.

BOB QUINLAN, CBS-TV news and special events program director in New York, will be executive camera director for tv pool coverage of GOP's San Francisco convention in August, network reported Friday.

Calif. Broadcasters to Back All Radio-Tv Access Fights

FIGHT to win free access to courts and legislatures on par with other news media voted Friday by board of directors, California State Radio & Television Broadcasters Assn., at mid-year meeting in Fresno. Group resolved to support NARTB and other state associations in this project. CSRTBA scheduled annual convention Nov. 9 in San Francisco. Group reported 19 new radio and tv station members.

NARTB Honors C. E. Arney

C. E. ARNEY Jr., retiring NARTB secretary-treasurer, was honor guest at testimonial luncheon Friday following final board of directors meeting. Mr. Arney was presented a $2,500 cash gift, radio set, tv receiver and other gifts by broadcasting industry for his 17 years association service. Guests at luncheon included NARTB board members, former association presidents and media representatives. Mr. Arney plans to take vacation in Idaho and Arizona and then expects to take foreign trip. NARTB President Harold E. Fellows presided at luncheon. Ella Nelson, Mr. Arney's secretary, was presented $500 gift for her quarter-century of association service.

Another Reprieve for WWBZ

WWBZ Vineland, N. J., ordered by FCC to cease operation by today (Mon.) because of past horse race broadcasts, received second reprieve Friday when Commission gave station authority to operate until 60 days after court and FCC act on latest WWBZ pleadings. WWBZ's license was revoked last December [B•T, Dec. 5, 1955] on ground horse-race shows were being used by illegal gambling interests, and station was ordered off air by Jan. 27. Station requested and was granted 60-day grace period [B•T, Jan. 30], which would have expired today. WWBZ recently filed two-pronged appeal, with FCC and U. S. Court of Appeals [B•T, June 4.]

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BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

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—KTLA is again the TOP Southern California independent station in this rapidly expanding market of over 84,000 sets.

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It pays to make Spot Television your basic advertising medium. And, as your Petry account executive will show you, our large fund of research and descriptive data can be of much help in your Spot TV planning.

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KSTP-TV	Minneapolis-St. Paul
WSM-TV	Nashville
WTAR-TV	Norfolk
KMTV	Omaha
WTVH	Peoria
KCRA-TV	Sacramento
WOAI-TV	San Antonio
KFMB-TV	San Diego
KTBS-TV	Shreveport
KREM-TV	Spokane
KOTV	Tulsa
KARD-TV	Wichita
ABC	Pacific Television Regional Network

Represented By

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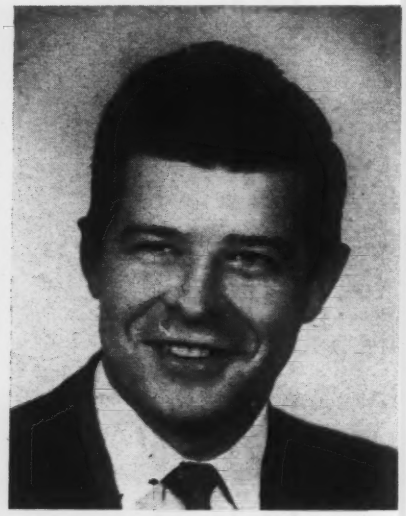

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MONDAY thru SATURDAY

NON-REQUEST SHOW
STANDARD, PROVEN MUSIC

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"RICHARD"—53.5
STA. B—20.7
STA. C—19.7

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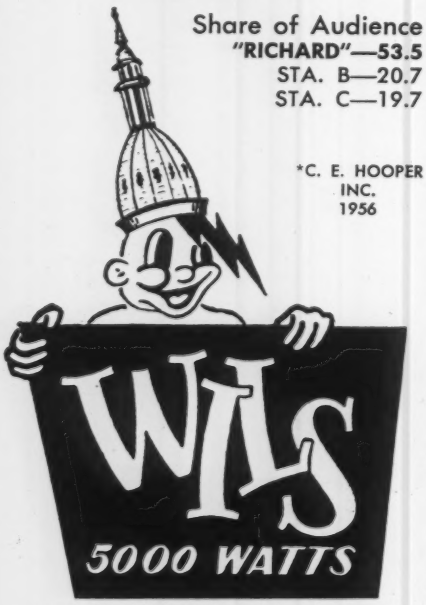

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VENARD-RINTOUL-McCONNELL INC.

IN REVIEW

THE BOB HOPE SHOW

ABOUT 20 years ago B•T ran a cartoon of an announcer blithely telling the audience: "We interrupt this commercial for a program." This may have served as the genesis for *The Sunday Spectacular* on NBC-TV June 17.

The producers sought to garnish the show with such subtitles as "The Bob Hope Show" and "The Road to Hollywood," but it turned out to be more of a "Road" lined with billboards plugging not only Paramount's "That Certain Feeling" but countless other theatre productions and stars from that studio. In addition, the Hope quips were loaded with free mentions of Slenderella, Minute-Maid, Greyhound Bus Lines, Robert Hall Clothes, etc.

Interspersed throughout what was heralded as a trip behind the studio scenes where "That Certain Feeling" was filmed were film clips, blackout skits and songs. In deference to the age of some of the skit situations, comments will be withheld.

The philosophy of "dazzle them with names" was evident in the quartet of Betty Grable, Jane Russell, Dorothy Lamour and Marilyn Maxwell. While pleasing to the eyes, the attempt to combine four unmatched voices into a quartet was a bit distressing to the ear.

Aside from this, the viewer might have fared better by donning robe and slippers and curling up with Montgomery Ward's catalogue.

Production costs: Approximately $180,000
Sponsored by U. S. Rubber Co., through Fletcher D. Richards; The Maybelline Co. through Gordon Best; The National Savings & Loan Foundation Inc., through McCann-Erickson, and Skol through J. Walter Thompson on NBC-TV, Sunday June 17, 7:30-9 p.m.
Producer: Jack Hope; director: Jack Shea; associate producer: Gino Conte; unit manager: Dick Steele; assistant director: Roy Montgomery; art director: Phil Burns; lighting: Butch Isaacson; technical director: Joe Conn.

NATIONAL OPEN

NBC-TV's coverage of the leaders shooting their final four holes in the National Open at Rochester showed a marked improvement over television's golf efforts in the past. There were no long shots of the crowd, no long shots of participants twiddling their thumbs in front of the clubhouse without anybody thinking of anything to say. However, the announcers (Bud Palmer, Lindsey Nelson, Jim Simpson) made viewers wait 15 minutes after the program went on the air to find out who were challenging the leader.

Regardless of whom the fan was rooting for, we Sunday duffers were glad to see that the top pros flub up on approach shots and miss easy putts, too. There was genuine excitement in watching Ben Hogan, Julius Boros and Ted Kroll, in that order, foul up their excellent chances to match champion Cary Middlecoff's 281 total.

The two-hour telecast began and ended at a fortunate time for viewers, network and sponsor; just in time to catch Middlecoff's last two holes (he missed an easy putt on the 17th) and soon after Kroll, as the last challenger, failed on the 17th and 18th.

Even with the excellent coverage NBC-TV gave, it is doubtful if anyone but a golfer really enjoys watching the sport on tv. The average person just doesn't like to watch the participants walk from one shot to the next, a time-consuming interlude. Another drawback was the camera's efforts to follow the flight of the ball. You just couldn't see that little white dot as it sailed through the air.

Production costs: Approximately $60,000
Sponsored by Eastman Kodak through J. Walter Thompson on NBC-TV, Sat., June 16, 4-6 p.m. EDT.
Producer: Perry Smith; directors: Harry Coyle and Jack Dillon.

THIS IS SHOW BUSINESS

THERE'S something for nearly every viewer in the new NBC-TV version of *This Is Show Business*, the CBS-TV show of several years ago that was suddenly substituted for the *Paul Whiteman Show*, promised by Hazel Bishop for the summer, but which evidently died a-borning.

The show about show business has Clifton Fadiman for intellectual tone. It has such articulate showmen as Lillian Roth, Walter Slezak and Dave Garroway as panelists. And it has bright newcomers to spell the talk with songs and dances. All this in 30 minutes.

With the something-for-everybody approach, the show may be as successful this time around as it was before. But there's one viewer who found the little bits that were offered more tantalizing than filling, and who, moreover, feels robbed on the Paul Whiteman score.

Productions costs: Approximately $25,000.
Sponsored by Hazel Bishop through Raymond Spector NBC-TV. Tues., 8:30-9 p.m. EDT.
Created and produced by Irving Mansfield; director: Gary Simpson; orchestra: Hank Sylvern.

PATTI PAGE SHOW

PERRY COMO is off for the summer, but not his format. NBC-TV apparently is going to keep it around, simply putting in new hosts from time to time.

Patti Page was the first replacement, and a good one, at that. She handled the quarter-backing chores smoothly and, of course, sang quite prettily. Strongest criticism: they felt it necessary to gimmick the production with a "do-it-yourself" theme that was awkward when it should have been appropriate. Minor flaw: having to repeat three choruses of the last number to fill time.

Mr. Como's viewers are going to miss him, but Miss Page and colleagues should keep them sitting there 'til he gets back.

Production costs: Approximately $40,000
Sponsored by Armour & Co. through Tatham-Laird; Kleenex through Foote, Cone & Belding; Gold Seal through Campbell-Mithun; Toni Co. through North Adv.; Noxzema through Sullivan, Stauffer, Colwell & Bayles and Sunbeam through Perrin-Paus on NBC-TV, Sat. 8-9 p.m. EDT.
Producer: Norman Frank; associate producer: Henry Howard; executive producer: George F. McGarrett; director: Grey Lockwood; technical director: Henry Bomberger; writers: Bob Corcoran and James Shelton; musical director: Carl Hoff.

BOOKS

THE TELEVISION PROGRAM, by Edward Stasheff and Rudy Bretz. Hill and Wang, 104 Fifth Ave., New York 11, N. Y. 356 pp. $4.95.

THE original edition of this work, published in 1951, has become a standard text for courses in tv writing and production, in use at more than 60 U. S. universities and colleges. The new edition, with the sections on educational, religious, variety and dramatic programs completely rewritten and other sections revised to include up-to-date material, such as generous quotes from the latest edition of the NARTB Tv Production Code, should prove equally helpful to the aspiring tv writer or producer. One surprising omission: there is no mention of colorcasting and its effects on tv program production.

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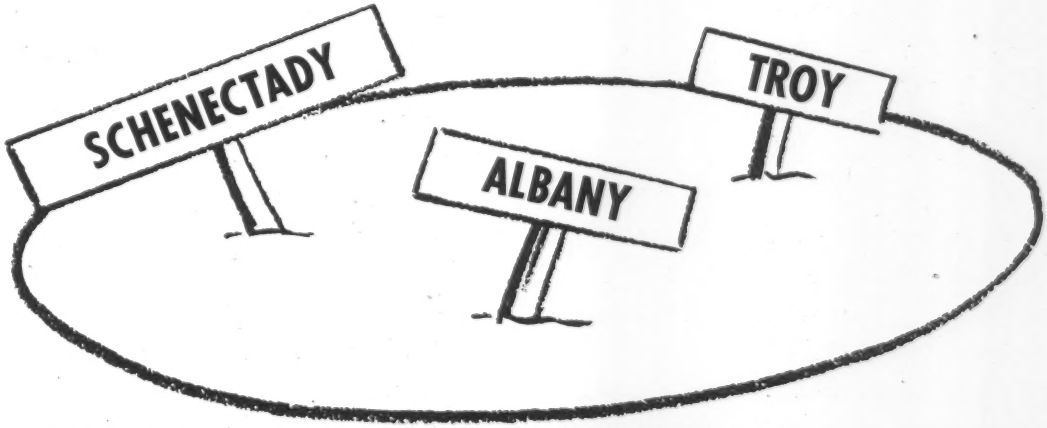


**75% UHF Conversion—as projected from February 1956 ARB*

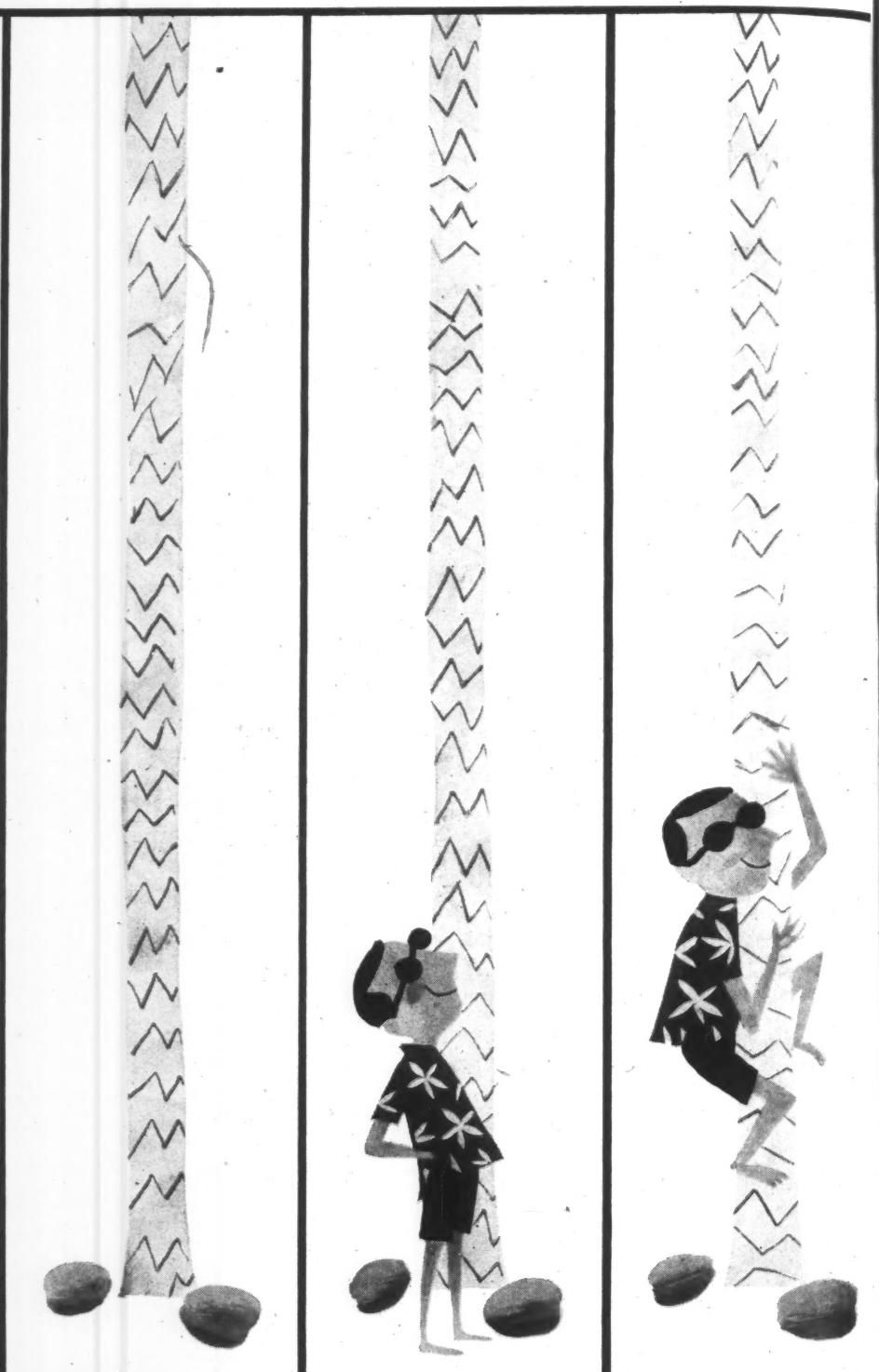
VAN CURLER BROADCASTING COMPANY

ALBANY, N.Y.

WILLIAM A. RIPLE, *General Manager* KAL ROSS, *Station Manager*

Represented by Venard, Rintoul & McConnell, Inc.

New
Way
To
Get
To
The
Top
In
MIAMI



WCKT · 7, MIAMI, IS SOLD BY NBC

Advertisers can now get a profitable new look-in on the rich and growing Southern Florida market. On July 29th, WCKT, Channel 7 – NBC basic affiliate in Miami – goes on the air with maximum power (316,000 watts) and a thousand foot tower . . . the only VHF tower in Dade, home county of Miami!

Miami is now the nation's 25th largest metropolitan area – the *19th* largest in food, drug and automotive sales. And the WCKT signal will blanket 325,000 television homes in Southern Florida!

NBC Spot Sales welcomes WCKT to the roster of outstanding stations which it represents nationally. Through NBC Spot Sales, you can now start climbing to the top in Miami with top-notch availabilities on WCKT . . . daytime, nighttime, prime-time.

Call your NBC Spot Sales Representative today! He has all the details on the fast, new way to make your sales climb in flourishing Southern Florida: WCKT, Channel 7.

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REPRESENTING THESE LEADERSHIP STATIONS:

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PHILADELPHIA **WRCV, WRCV-TV**
WASHINGTON **WRC, WRC-TV**
MIAMI **WCKT**
BUFFALO **WBUF-TV**
LOUISVILLE **WAVE, WAVE-TV**
CHICAGO **WMAQ, WNBQ**
ST. LOUIS **KSD, KSD-TV**
DENVER **KOA, KOA-TV**
SEATTLE **KOMO, KOMO-TV**
LOS ANGELES **KRCA**
PORTLAND **KPTV**
SAN FRANCISCO **KNBC**
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AND THE
NBC WESTERN RADIO NETWORK

FYI—
In the South Bend
-Elkhart market
more than half
the top-rated
weekday programs
between 3:30
and 11:30 P.M.,
both local and
network, are on
WNDU-TV!
Call Meeker TV
Today

Source: ARB February

Bernie Barth, Gen. Mgr.
Tom Hamilton, Sales Mgr.

WNDU·TV
CHANNEL 46

OPEN MIKE

Giveaways Galore

EDITOR:

In the event you were unable to check out the NBC Bob Hope spec (Sun., June 17) for "free commercials," this list will be of help.

In addition to approximately 34 mentions of "That Certain Feeling," the program contained specific plugs for: "Trapeze," "The Paleface," "Benny Goodman Story," "The Rose Tattoo," Paramount Pictures, Palmolive-Peet, Technicolor, Greyhound Bus, *Tv Guide,* Minute Maid, Philip Morris, Chevrolet Corvette (car displayed), Turtle Wax, *Variety,* "Road to Bali," "Picnic," Eddie Fisher, Hy Gardner, Ed Murrow, Elvis Presley and Cliff Edwards.

This list is not a complete one but does contain most of the references to products or services other than those advertisers who paid the bills for the spec.

Name Withheld

[EDITOR'S NOTE: The writer asked that his name be withheld as his position might make readers think he had an axe to grind in providing the above checklist of plugs.]

Good Business Practice

EDITOR:

. . . In your feature story on free plugs [B•T, May 21] we feel inclined to set straight a few "facts" that no doubt were written inadvertently.

I have never dubbed myself "The King of the Giveaways." This rather dubious title was created by a very good friend and client, Stanley P. Seward, vice president of D'Arcy Advertising Co. It seemed to catch on with magazine and syndicated writers and resulted in inquiries from advertising and PR firms throughout the country. Naturally, this did not make us unhappy. However, going along with the gag, I accept full responsibility for creating my prime ministers.

Contrary to your story, I am not retired due to ill health nor did I sell my company. True, I have been ill—haven't we all at some time? True, my corporation was sold, but not by me, but because of conditions beyond my control. Suffice to say that my son, Burt, heads Wenland Enter-prizes Inc., a firm with which I am proud to be associated.

Now, my thinking on the so-called evils of free plugs and free loading. Where would pioneers in the audience participation field such as Art Linkletter and Ralph Edwards have been without the radios, watches, diamonds, mink coats, cameras, cars and trips supplied by firms such as ours? No budget—no prizes—consequently no audience and no sponsors. Going one step further, do you realize how many tv producers in the early days, and even at the present time, depended on firms such as ours? We have supplied complete drug stores, department stores, markets, kitchens, airplanes, automobiles and wardrobes at savings of thousands of dollars to independent as well as major studios. This certainly is a reciprocal deal and no violation of ethics. What's more, it is good business practice . . .

Now to the great "evil" of free plugs. I agree that this has in many cases been greatly abused, mostly by hungry amateurs attempting to get into the business as well as by greedy writers and producers. When interviewed, I have never denied that we arrange to have our clients' product names injected into the scripts of radio and television shows. However, only if they got a laugh. We have maintained that it was as bad for our clients, but not as costly as it was for the program, to drag in a product name by the heels . . .

Not all injections of plugs are for comedy situations. We are proud of the work that we have done for years for the American Trucking Assn., stressing only one thing—careful driving and safety on the highways. One season our entire campaign for General Tire and Rubber Co. was "Give the kids a *brake.*" We are proud too of free plugs we have arranged for the Savings Bonds Div. of the U. S. Treasury Dept. as well as the Recruiting Div. of the U. S. Army and U. S. Air Force . . .

Adolphe Wenland
Wenland Enter-prizes Inc.
Hollywood, Calif.

The Spoiled Record

EDITOR:

The broadcast industry is constantly besieged by free riders of all kinds; and I am sure that quite a few of my fellow broadcasters have been taken advantage of by the scheme which we recently refused and which I would like to outline for the benefit of those who will be approached, in the near future, or over the years to come, as this particular promotion gains momentum.

Several weeks ago, our local Chevrolet dealer called me to inquire about rates and availabilities for advertising to be run for "Gas, Gaskets and Glamour," a promotion which the Alemite Corp., a subsidiary of the Stewart-Warner Corp., had sold to him. At the time that he made the request for paid space, he asked that I meet with the representative of the Alemite Corp. and one of his own people to discuss how this campaign should be run. Arrangements were made for such a meeting; and I was given the full treatment by the Alemite man on how this campaign was, in reality, "public service," and of tremendous interest to women listeners.

I was told that newspapers and radio stations the country over had "gone along" with this pitch and that it was very rare indeed that they encountered commercially-minded characters, such as myself, who would not go wild over the prospect of promoting something which enabled the Alemite dealer, his service garage, his new car department, select insurance representatives, motor club people, and anyone else that they chose to ring in on the act, to do a strong selling job on a completely captive audience. The Alemite man told me that women would be standing in line to take this course and that all they wanted was that the course receive a little "news" publicity.

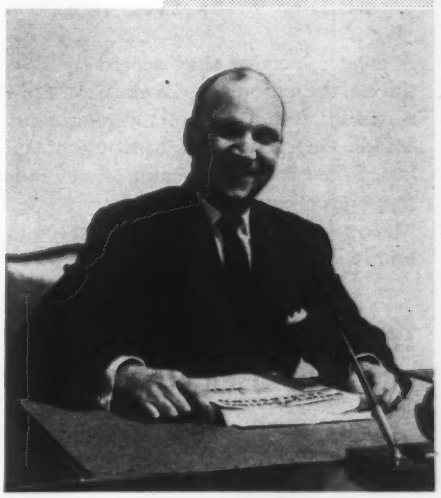
I carefully outlined the requirements for any such news publicity (namely, that the news actually be news, or that the radio station at least be involved in some way in the promotion) and suggested that we tie in the promotion with a series of commercial broadcasts from the school. He told me that he knew of the plans we had discussed with the Chevrolet dealer and went on to say that he had recommended that the dealer *not* buy any radio advertising. Needless to say, the dealer did not buy any radio advertising.

I am sorry that I am not fully informed of the extent that the Alemite Corp. supports the broadcasting industry, but I, like any other local broadcaster, feel considerably put out at having the representative of a national corporation come into my own home market and tell my satisfied and happy clients not to buy radio advertising, particularly when the client had already decided to buy.

The Alemite man stated that their record of securing free news publicity was 100% up to the time that he talked to me. Please be advised that I have spoiled their record. I hope that this percentage will go down sharply in the near future.

Dave Taylor, Commercial Mgr.
WFRL Freeport, Ill.

THE B-H COMPANY WAS AMONG THE EARLY (BROADCAST) SETTLERS OF THE WEST



WILLIAM T. STUBBLEFIELD

The Blackburn-Hamilton Company early in its history foresaw the growth potential of radio and television along the Pacific Coast and throughout the neighboring western states, and established one of its first offices in San Francisco.

William T. Stubblefield is in charge, with offices at 111 Sutter Street. Widely known throughout the industry, Mr. Stubblefield built radio stations KBKI, KCLW and KRUN in his native Texas prior to engaging in transcription sales work and heading the station relations department of the National Association of Radio and Television Broadcasters.

His intimate knowledge of western markets—and the facilities and broadcasters serving them—assures prompt, reliable counsel and service to both buyers and sellers, and to those who seek financing or appraisal of broadcast properties.

NATIONWIDE, PERSONALIZED SERVICE

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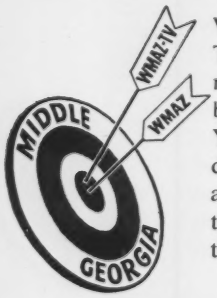
AMAZING!

41.6% RETAIL SALES GAIN IN METROPOLITAN MACON DURING PAST FIVE YEARS

A greater increase than scored by all but three of the nation's top 25 markets! There's a reason: Retail hub of the multi-county Middle Georgia market, Macon is prospering in the expanding wealth of new industry, bigger payrolls, big-yield agriculture. Macon retailers rang up almost $160 million in sales last year.

TWO STATIONS—AND TWO ALONE GIVE YOU OVER-ALL COVERAGE



WMAZ and WMAZ-TV continue to dominate Middle Georgia's broadcast audiences. Your audience surveys document this . . . time and time again. And there's a reason for this, too . . .

GOOD BROADCASTING MAKES THE DIFFERENCE

Add it up: Imaginative local programming. Top network offerings. Middle Georgia's finest facilities. Skillful promotion. Results *command* the attention of all Middle Georgia.

THESE STATIONS MOVE MERCHANDISE:

WMAZ
10,000 Watts—940 Kc—CBS
MEMBER: GEORGIA BIG 5

WMAZ-TV
Channel 13—CBS—ABC—NBC

Represented Nationally by:
AVERY-KNODEL, INC.

our respects

to MARTIN FRANCIS HOGAN

THE SRO SIGN has long been out for advertisers on the 20th floor of the American Furniture Mart, housing the Chicago Federation of Labor's owned-and-operated WCFL, a 50 kw commercial outlet celebrating its 30th anniversary this month.

For this gratifying situation, Martin Francis Hogan can claim considerable credit since he assumed the general manager's reins in December 1952 after several years as a performer and on-the-air salesman. He is wont, however, to attribute the station's success (in a heavy tv market) to a "hard-hitting sales department" (headed by Thomas E. Haviland).

To Marty Hogan, running a radio station is a relatively simple procedure, devoid of the need of any special knowledge. "If you can run a candy store, you can run a radio station," he says with characteristic candor. While appreciating Mr. Hogan's own particular talents, his colleagues aren't quite sure, despite his observation that "nobody has ever written a book on how to manage a radio station." But in a good many ways, literally, "the Voice of Labor" (WCFL) is the voice of Marty Hogan.

Actually, as his many Chicago friends will attest, Mr. Hogan seems to have translated a number of personal attributes into a successful broadcasting career over a relatively short span of years. These include a proclivity for politics, an avocation for sports, a faculty for charming his friends and disconcerting his detractors, special talents as a performing broadcaster and air salesman and a willingness to work around the clock at a 24-hour station.

Born (Oct. 16, 1910) and reared on Chicago's south side, Martin Francis Hogan was the son of a political-minded father. Young Marty attended Campion and Loyola Academy but was more interested in sports than academics. He went into politics at 21 as a sort of protege of the late Mayor Edward Kelly. He was in charge of business licensing in City Hall and later was assistant to the county clerk. He was active in politics until 1948.

Mr. Hogan's entrance in radio came that year at the suggestion of Arthur Harre, then general manager at WJJD Chicago (and until recently a consultant to WAIT that city). Mr. Harre liked Mr. Hogan's way with a word.

As a result, Mr. Hogan took up freelance announcing with a vengeance. By July 1951 he had as many as 150 radio and tv shows a week running on six Chicago stations, covering 19 out of 24 hours daily and averaging 70 hours per week. Mr. Hogan counted as many as 31 tv and 214 radio programs during this time, running the gamut from sports to disc jockey stints. (Among the stations: WBKB (TV), WGN-AM-TV, WMAQ, WIND, WAAF, WGN, WJJD and WCFL.) In the winter of 1950 he signed a contract with Vitamin Corp. of America (Rybutol), described then as the biggest of its kind ever negotiated in Chicago.

Mr. Hogan came to the attention of William Lee, president of the Chicago Federation of Labor, when the latter was casting about for a manager at WCFL in December 1952.

Under Mr. Hogan's managerial hand, WCFL has emerged as perhaps one of the 10 most profitable independent radio operations in the country. It has been wooed by networks for affiliation and at one time was a parttime ABC affiliate. Mr. Hogan's formula is simple: a music-news-sports format, with emphasis on baseball, football and basketball coverage and as little disc jockey chatter as possible. (WCFL airs all Chicago White Sox games, the Chicago Cardinals pro football contests and Notre Dame football and basketball games.) The station sold a $500,000 sports package to General Cigar Co., Coca-Cola, General Finance Co. and Oklahoma Oil Co. early this year. Even today Mr. Hogan is apt to pop up on a White Sox broadcast and do a few innings of play-by-play. He also conducts record shows on WCFL daily and holds a card in AFTRA.

Mr. Hogan believes a station must develop "character" and a disc jockey must radiate personality, but he has not hesitated to take a firm stand on some disc fare. In one controversial decision he barred rock-and-roll music on WCFL. He also is emphasizing news, combining the services of land and air facilities (including helicopter and station wagons), and expanding that facet of the station's round-the-clock operation as part of its 30th year observance (June 26).

"Television has helped radio," particularly in Chicago, Mr. Hogan claims, because of the local competitive tv situation (he cites "high costs" and "scarcity" of choice time availabilities among the four stations). He also reasons that "you can't watch television in your automobile," a form of listening stressed by WCFL in its promotion.

Mr. Hogan, a close friend of Chicago's Mayor Richard Daley, maintains an avid interest in politics. He lives on Chicago's near north side with his wife, the former Rebecca Cummings, and their two children, Marty Jr., 16, and Becky Ann, 14 (his son is an accomplished trapshooter). Mr. Hogan's hobbies are baseball, hunting, fishing and broadcasting 24 hours around the clock.

even a peek-a-boo look at Dallas

shows that **KLIF**

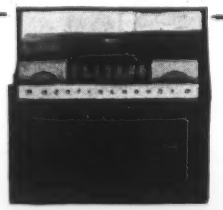
completely overwhelms its competition

first by light years in Hooper: 41.6%
all-day average

first by seven leagues in Trendex: 47.8%
all-day average

first by forty fathoms in Pulse: *first in every daytime quarter-hour*

DALLAS . . . City of Klif dwellers.



KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*in operation soon

NOEMAC STATIONS
NEWS MUSIC

AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

blueprint for successful live colorcasting.....

VITASCAN

Here's conclusive, and dramatic proof that a television station can broadcast in color **as economically as in black and white!** Here also is proof that the Du Mont concept of live, film and slide color pickup is versatile, dependable and tops in performance.

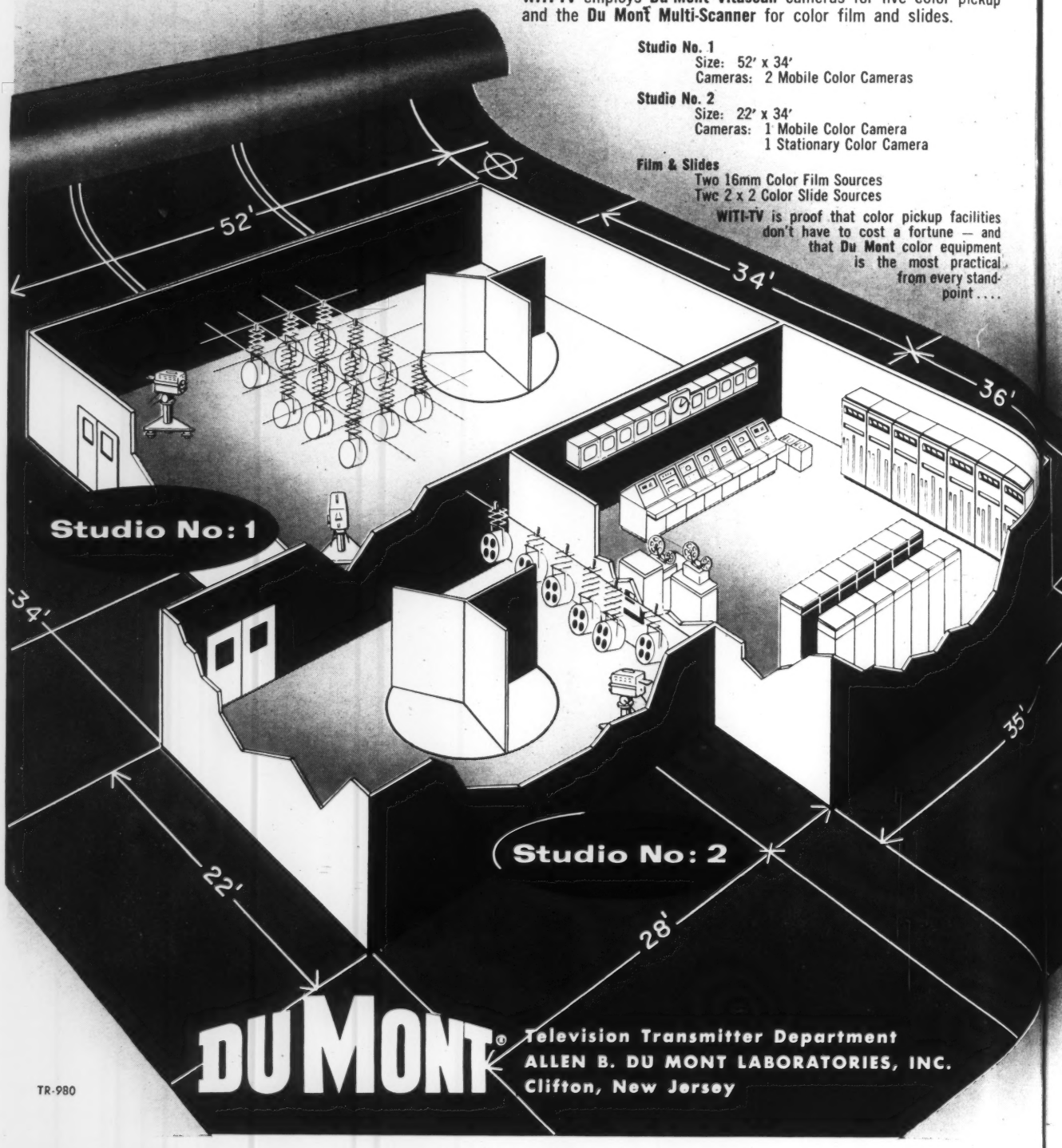
WITI-TV employs **Du Mont Vitascan** cameras for live color pickup and the **Du Mont Multi-Scanner** for color film and slides.

Studio No. 1
Size: 52′ x 34′
Cameras: 2 Mobile Color Cameras

Studio No. 2
Size: 22′ x 34′
Cameras: 1 Mobile Color Camera
1 Stationary Color Camera

Film & Slides
Two 16mm Color Film Sources
Two 2 x 2 Color Slide Sources

WITI-TV is proof that color pickup facilities don't have to cost a fortune — and that **Du Mont** color equipment is the most practical from every standpoint....



DU MONT®

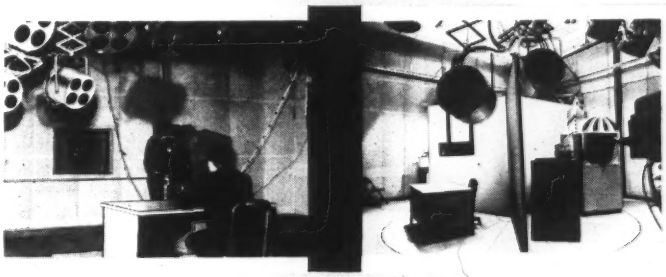
Television Transmitter Department
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, New Jersey

TR-980

.....at WITI-TV MILWAUKEE, WIS.

World's first independent color TV station

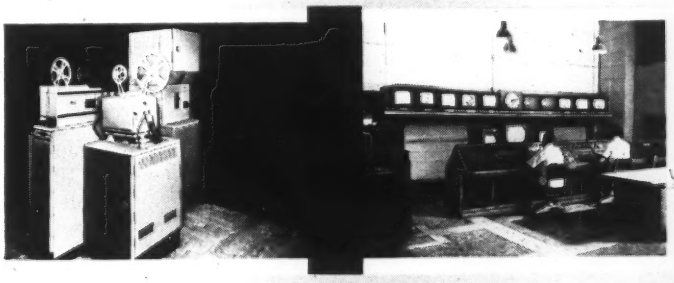
LIVE COLOR PICKUP



A live color program in progress in Studio No. 2 with the Du Mont Vitascan camera. A fixed camera source (projected through the wall from the Multi-Scanner in adjoining control room) provides a second camera shot.

Du Mont Vitascan color cameras permit complete flexibility in Studio No. 1. Vitascan pickup scoops are suspended from ceiling on completely mobile racks to achieve any required lighting effects. Turntable stage permits fast set changes.

SLIDE AND FILM COLOR PICKUP

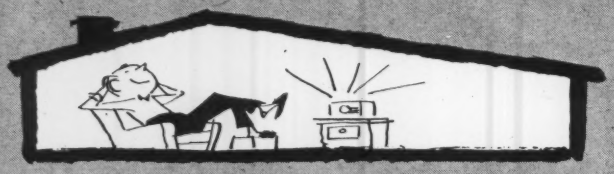


- The Multi-Scanner installation in control room of WITI-TV provides complete color and monochrome pickup facilities for film and slides. In addition, the Multi-Scanner light source is used as a fixed camera for the adjoining Studio No. 2.

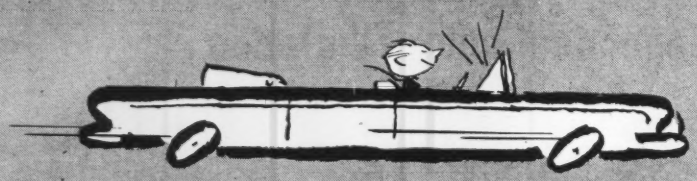
- Complete control and switching facilities allow WITI-TV personnel to monitor, control and create special effects on pictures picked up from all studio Vitascan color cameras, fixed scanner, the Multi-Scanner, and remote-control the film and slides.

You too can do it with Du Mont!

Any station — large or small, can now afford complete color pickup facilities with the Du Mont Color-Pac. Complete, ready-to-operate live, film and slide facilities are all included in the Color-Pac, and yet it costs only $59,415 complete!



. . . relaxin' at home



or rollin' on the road . . .

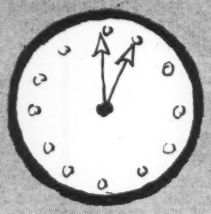
FLINT TUNES TO

134 NEWSCASTS

A WEEK on WKMF

every hour

on the hour



. . . and with that many newscasts WKMF just can't help but boast the biggest IN-HOME and OUT-OF-HOME audience in Flint! When anyone in Flint thinks of news he naturally tunes to the station that gives him the news regularly, every hour on the hour. Cash in on this ready-made audience of habitual listeners with your sales story and see what we mean!

SAVE.. up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit
WKMF Flint, Mich.
WKHM Jackson, Mich.
WSAM Saginaw, Mich.
Jackson Broadcasting & Television Corp.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

WKMF FLINT, MICHIGAN

Fred A. Knorr, Pres.
Eldon Garner, Mg. Director

The Community Stations

KNORR BROADCASTING CORP.

DAVID HALE HALPERN

on all accounts

THE question "what ever happened to radio?" is anathema to David Hale Halpern, a 47-year-old key executive at the Joseph Katz Co., New York and Baltimore. "What happened to radio," Mr. Halpern explains, "is that for awhile it was momentarily stunned by the advent of television, but while it's developing an inferiority complex due to the star system imported from the West Coast, it's making a comeback."

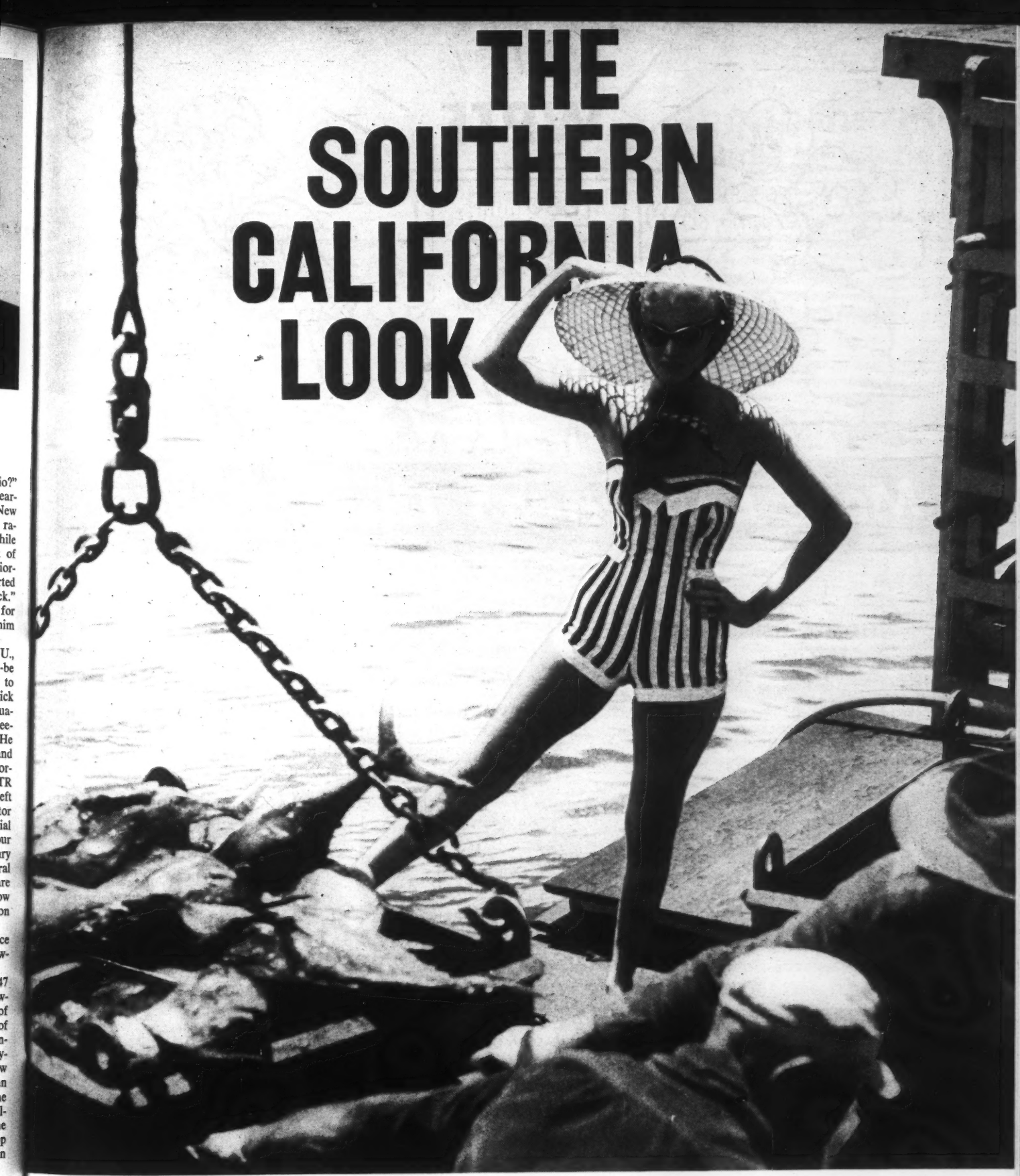
Dave Halpern has been in broadcasing for over 25 years, which, at his age, makes him one of the younger radio pioneers.

A lawyer by schooling (St. Lawrence U., 1930), Mr. Halpern chucked a would-be legal career for one in the "public arts," to quote critic Gilbert Seldes. He joined Remick Music Corp. as a lyricist shortly after graduation, the next year moving to radio as a free-lance writer at WTIC Hartford, Conn. He wrote NBC Radio's "Tastyeast Jesters," and went on from there to hold program directorships at WMAS Springfield, Mass., and WATR and WBRY Waterbury, Conn. In 1938 he left WBRY to become GOP state radio director during the heated Connecticut gubernatorial campaign of Raymond Baldwin vs. Wilbur Cross. The following year he joined Henry Souvaine Inc. as vice president and general manager. (Two of his Souvaine projects are still on the air—the *Texaco Star Theatre*, now on tv, and ABC Radio's Saturday afternoon Metropolitan Opera broadcasts).

He left Souvaine in 1945 to become vice president in charge of radio-tv at the now-defunct agency of Owen & Chappell.

Mr. Halpern caused quite a stir in 1947 when he advised Baltimore's National Brewing Co. (Bohemian beer) to "buy a hunk of the future" by backing 14 hours weekly of live tv on WMAR-TV, no mean trick considering the mid-1947 total set count in Maryland was 1,000. Mr. Halpern didn't know it at the time, but indirectly, Bohemian affected *his* future as well. Impressed by the Boh tv campaign, Milton Biow lured Mr. Halpern to his agency in 1952. Not long after the Schlitz-Ruppert imbroglio at the Biow shop earlier this year, Dave Halpern resigned to join Katz as a vice president.

Mr. Halpern, past president of the American Television Society and co-founder of what is now Radio & Television Executives' Society (the result of a merger between ATS and the Radio Executives' Club), resides on Manhattan's Park Ave., with his wife, the former Adele Weil; 12-year-old Linda and a good deal of "spectacularly-financed antique furniture."

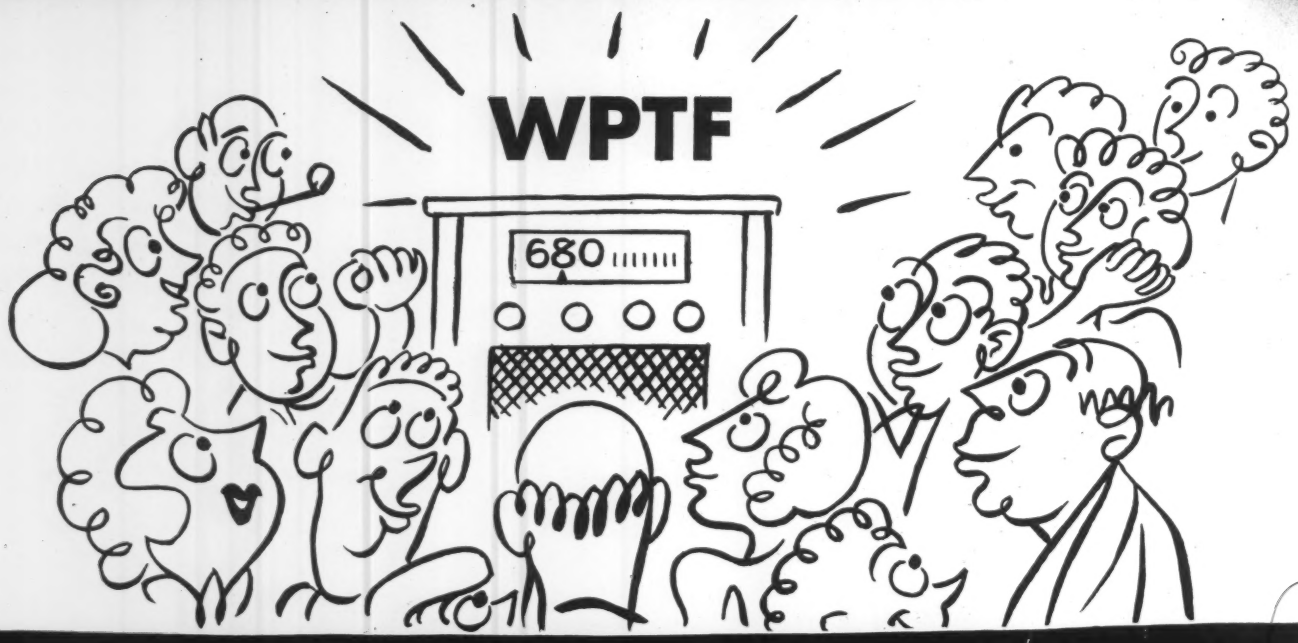


It's bold new "trail-blazer" stripes flashing across a strapless Lastex swimsuit from the new Cole of California collection.

It's tons of tuna heading for the canneries of Metropolitan Los Angeles—the nation's seafood canning capital.

It's millions of lasting impressions—made on big-earning, big-spending Southern Californians by advertisers who use

KRCA·4 ...SOLD BY NBC SPOT SALES... NBC LEADERSHIP STATION IN LOS ANGELES



More Listeners Than Ever!

HOMES USING RADIO*

	6AM-12N	12N-6PM	6PM-12M
1955	22.6%	24.4%	24.1%
1956	25.2%	27.0%	26.6%

* Source: Area PULSE Covering 32 Counties

FOUR-YEAR TREND*

WPTF Share of Audience

Year	6AM-12N	12N-6PM	6PM-12M	Average
1953	31%	30%	33%	31.33%
1954	32	32	35	33.00%
1955	35	36	37	36.00%
1956	35	35	40	36.67%

* Source: Area PULSE Covering 32 Counties

How's radio doing in North Carolina, the nation's 10th most populous state? Here's the answer given by a 32-county Area Pulse taken for the fourth consecutive year.

Radio listenership is up 10% over 1955.

WPTF's share of the audience keeps on growing. It's more than double—almost three times—the audience of the nearest competitor, a regional network . . . and six to seven times that of any other station.

Let us or The Colonel tell you more about this better-than-ever buy.

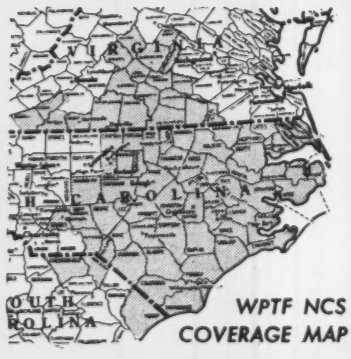
WPTF

50,000 Watts 680 KC

NBC Affiliate for Raleigh-Durham and Eastern North Carolina

R.-H. MASON, General Manager GUS YOUNGSTEADT, Sales Manager

Peters, Griffin, Woodward, Inc., National Representatives



WPTF NCS COVERAGE MAP

MARKET DATA*

Population	2,827,400	Drug	$ 59,507,000
Farm Population	1,093,500	General Merchandise	$309,893,000
Spendable Income	$3,051,232,000	Apparel	$123,131,000
Gross Farm Income	$927,982,000	Home Furnishing	$138,570,000
Total Retail	$2,240,275,000	Automotive	$543,637,000
Food	$503,268,000	Filling Station	$197,063,000

* 1956 SRDS Estimates of Consumer Markets

BROADCASTING TELECASTING

June 25, 1956 Vol. 50, No. 26

HOUSE MOUNTS A NEW PROBE AS SENATE'S DRAWS TO CLOSE

- **Celler antitrust subcommittee schedules another go-round of hearings**
- **While network affiliates testify solid backing to present policies**
- **McGannon of Westinghouse Says NBC Forced Stations Swap**

AFFILIATES of the three television networks took three days last week to tell the Senate Commerce Committee that they see nothing wrong with their networks' time option and must buy practices, and, in fact, think these features are necessary for the continuance of networks and the future of television.

They scarcely had filed out the door when the House Antitrust Subcommittee—on the other side of Capitol Hill—announced that it will call in the FCC this Wednesday for the beginning of a month of hearings which during their course will feature as witnesses many of the same spokesmen who have appeared in the prolonged hearings of the Senate group thus far this year.

The CBS, ABC and NBC affiliates, who appeared Monday, Tuesday and Wednesday, respectively, stood solidly behind their networks and the practices questioned by Richard A. Moore of KTTV (TV) Los Angeles last March [B•T, April 2]. Their solidarity so impressed Sen. John O. Pastore (D-R.I.), presiding at most of the sessions, that he remarked on it several times and wondered aloud if there was any affiliate who had anything against the networks, and if so, to come forth and say so.

In other developments, Westinghouse Broadcasting Co. President Donald H. McGannon told the committee WBC would not have gone through with its radio-tv swap with NBC had it not feared loss of NBC affiliation in Philadeplhia (see story, page 73), and Ely Landau, National Telefilm Assoc., told senators NTA this fall will begin a fourth tv network, to be operated entirely on film "at the outset" (see story, page 48).

The Senate group ended last week's sessions and adjourned, subject to call of the chairman, with no definite dates set for hearing additional witnesses. Chairman Warren G. Magnuson (D-Wash.) said some witnesses are still to be heard, including film producers and syndicators, and that the committee also will hold hearings on several bills affecting political broadcasting. By late Thursday, however, it had set no definite dates for these sessions.

The House antitrust group, under the chairmanship of Rep. Emanuel Celler (D-N.Y.), announced that it not only will look into network affiliation practices in its hunt for monopoly, but will throw in probes of alleged influence on FCC decisions by networks and others, the NBC-Westinghouse Broadcasting Co. stations swap (see story, page 73) and the Justice Dept.'s consent agreement with American Telephone & Telegraph Co.

Hearings by the antitrust group are planned to run Wednesday through Friday, resume during the week of July 9 and continue into August, Samuel R. Pierce Jr., associate counsel, told B•T last week.

In preparation for the month-long hearings, the subcommittee staff asked CBS and NBC to make available to its staff all the networks' files, from Jan. 1, 1948, to date, regarding their affiliation practices and policies and their relations with affiliates, including correspondence with the FCC on these matters. The subcommittee letter, dated June 14, asked that the files be available in New York by last Thursday. The subcommittee staff already has inspected records subpoenaed from the two networks by a House Small Business subcommittee [B•T, March 26, 19].

Included on the proposed list of witnesses for the House hearings, according to Mr. Pierce, are ABC President Robert E. Kintner; CBS President Frank Stanton; NBC President Robert W. Sarnoff; Board Chairman Allen B. DuMont of DuMont Labs; Richard A. Moore of KTTV (TV) Los Angeles and Harvard U. Law School Prof. Donald Turner, both of whom have charged that network time options and must buys violate antitrust laws; representatives of independent film producers such as Screen Gems Inc. and Ziv Tv Programs; the head of the Justice Dept.'s antitrust division, and uhf station operators or their representatives. The House group also may call in representatives of such multiple tv station owners as Storer Broadcasting Co. and Westinghouse Broadcasting Co., Mr. Pierce said.

The House subcommittee letter to CBS and NBC said the group is investigating antitrust and monopoly problems in television, including, "among other things, whether there is any undue concentration of control in television broadcasting; whether certain competitive practices by the networks are compatible with the antitrust laws and the public interests; whether there is any undue pre-emption of television network broadcast time by certain concerns; and whether the FCC has exercised its regulatory authority consistent with the purposes which the antitrust laws are designed to accomplish."

The letter asked for all types of communica-

MOORE-NETWORK DISPUTE GOES BEFORE FCBA

RICHARD A. MOORE, KTTV (TV) Los Angeles president (above left), last week brought his crusade to change television network practices to the Washington attorneys who serve broadcasters. There he was met in debate by Richard S. Salant, CBS vice president (above right).

Both spoke to the Federal Communications Bar Assn. at the regular monthly luncheon meeting in Washington last Thursday.

Mr. Moore repeated the arguments he had submitted to the Senate Commerce Committee and the FCC's Network Study Staff that networks be forbidden to require "must buys" from advertisers and that the option time provisions of the Chain Broadcasting Rules be revised so that no station may yield more than 75% of its time, in various segments of the day, to the networks. This would leave 25% of desirable time for non-network programming, he said. The Chain Broadcasting Rules need to be changed, he said, because they were established 15 years ago when commercial tv was not in existence. He called option time block booking. He also repeated that he was not in favor of the public utility regulation of networks.

Mr. Salant's rebuttal was based mainly on quotations from network affiliates who had testified during the past two weeks before the Senate Commerce Committee. All disclaimed Mr. Moore's premises and questioned his facts. In referring to Mr. Moore's option time revision, Mr. Salant claimed that this would preclude the public from viewing network offerings for 25% of the time. Stations, he said, would have to buy their material from film syndicators.

tions between CBS and NBC vice presidents in Washington and the home offices in New York, and asked that files be made available on these subjects:

Option time; "must buy" arrangements; network affiliation contracts and affiliation practices and criteria; restriction on programs broadcast by affiliates; restrictions on programs sold to affiliates' competitors; territorial exclusivity; network program restrictions of non-affiliates; the FCC network study; FCC multiple ownership rules; programs on affiliates not produced by the network; the uhf-vhf issue; competitive practices with other networks; competitive practices with film program sources; ownership by the network of "additional" vhf or uhf stations; relations "of any nature" with FCC members, officials or employes, including communications "regarding any issue or matter within the purview of the FCC."

The network affiliates testifying last week were subjected to a minimum of questioning by senators and Kenneth A. Cox, special radio-tv counsel for the committee. Besides Sen. Pastore, other senators participating in the hearings at one time or another were Chairman Magnuson and Sens. John W. Bricker (R-Ohio) and Thomas A. Wofford (D-S. C.).

At one point Sen. Pastore, emphasizing that his questions on network regulation were hypothetical, remarked that he was not in favor of network regulation by the FCC and would vote against Sen. Bricker's bill (S 825) to regulation networks, "if it came up before the Senate tomorrow."

Mr. Cox and Sen. Pastore asked many of the witnesses what they thought would happen if network option time were reduced as much as a half-hour, for instance. Most of the affiliates replied they felt networking is a risky business financially and any tampering at all might upset the network machinery. Government supervision, they added, might lead to censoring and destruction of the creative function of networks.

All felt that option time was necessary for what they described as the working "partnership" between network and affiliate, and many said they wished the affiliation contract could be made longer—to five, six or ten years, with a similar FCC licensing period for stations.

Several of the smaller market stations felt they could not have existed without CBS' Extended Market Plan (EMP) or NBC's Program Expansion Plan (PEP). None of the stations who spoke on the subject felt they had been "pressured" by any network to carry network shows in option time when they felt they should carry other programs in these periods.

Several affiliates submitted statements after the hearings for incorporation in the record. Among those submitting such statements were NBC affiliates David Baltimore, WBRE-TV Wilkes-Barre, Pa.; Robert W. Ferguson, WTRF-TV Wheeling, W. Va.; Douglas Manship, WBRZ (TV) Baton Rouge, La.; Walter Damm, WTMJ-TV Milwaukee; William J. Moyer, KARD-TV Wichita, Kan.

THE CBS AFFILIATES

John S. Hayes, *president, Washington Post's Broadcast Division (WTOP-TV Washington, WMBR-TV Jacksonville, Fla.), chairman of the special committee for testimony by representative CBS-TV affiliates:*

Leading off Monday's testimony, Mr. Hayes described the affiliate-network relationship as a "working partnership" in the "true sense of the term."

Mr. Hayes said testimony against tv network option time and must buys by Richard A. Moore, KTTV (TV) Los Angeles [B•T, April 2], presents three basic questions:

1. Is the present system of tv networking operating to the advantage or disadvantage of the viewing public? Citing tv's growth in 10 years to 35 million sets and 450 stations, Mr. Hayes said this growth has resulted because the three networks and their affiliates have performed so well that the public has "completely accepted the television medium."

2. What is the true affiliate-network relationship and what would be the likely effect of the changes proposed? The affiliate, Mr. Hayes said, gets first refusal rights to the network's programs, without which there could be no network-station affiliation. The network and each individual affiliate agree on the station's network rates. The station agrees to give the network three hours option time daily. This makes possible the existence of a nationwide network, a balanced program structure, sale of enough programs to pay for the day-in and day-out schedule of programming and maintenance of a nationwide AT&T interconnection service, Mr. Hayes said.

3. Does the present tv networking system decrease the independence of an affiliate so that it fails to operate in the public interest? To charges that networks control and dominate an affiliate through option time and that this keeps the affiliate from performing a satisfactory local service and dries up the sources of non-network programming, Mr. Hayes said:

An affiliate by its own determination can accept or reject a network program. As far as local service, Mr. Hayes said, the local public would be first to object if an affiliate failed to broadcast the high quality network programs of national interest. Also, a network affiliate can concentrate its creative effort to local programming where a non-network station must spread its efforts over the entire day. On non-network program sources, Mr. Hayes said WTOP-TV, which he called "typical" of affiliates, broadcasts more first run syndicated film programs than the average of all non-affiliates in Los Angeles and New York.

CBS-TV affiliates defending their network's affiliation practices in hearings last week were (l to r): Rex G. Howell, KREX-TV Grand Junction, Colo.; John C. Cohan, KSBW-TV Salinas, Calif.; Ernest Jennes of Covington & Burling, Washington attorneys representing the special affiliates committee; H. Moody McElveen Jr., WNOK-TV Columbia, S. C.; Donald W. Thornburgh, WCAU-TV Philadelphia; W. D. Rogers, KDUB-TV Lubbock, Tex.; John S. Hayes, WTOP-TV Washington, WMBR-TV Jacksonville, Fla., and chairman of the special committee, and August C. Meyer, WCIA-TV Champaign-Urbana, Ill.

Rex G. Howell, *president, KREX-TV Grand Junction, Colo.:*

Mr. Howell, testifying as one of two CBS-TV affiliates from small communities, gave option time credit for CBS-TV's Extended Market Plan for stations in smaller markets. EMP and similar plans, he said, have been the greatest single factor in enabling small tv stations to stay in business. EMP, Mr. Howell said, combines circulation of a group of smaller stations and CBS-TV sells the group to advertisers at discounts which come out of CBS-TV's share of the revenues.

Through EMP, Mr. Howell continued, KREX-TV's programs have improved in quality, increasing audience and making the station attractive both to network and non-network advertisers. The station's circulation and rates have doubled since it joined EMP and daily program service has increased from three to seven hours, he concluded.

W. D. Rogers Jr., *president, KDUB-TV Lubbock, Tex., and KPAR-TV Sweetwater, KDUB-TV satellite:*

Representing a station from a medium market, Mr. Rogers also stressed the "partnership" aspect of network-affiliate relationships. KDUB-TV and KPAR-TV are completely responsible and entirely free of coercion and domination by anyone, Mr. Rogers said. Because of CBS-TV affiliation, the stations can give their communities "a quantity and quality of television service they couldn't obtain in any other manner."

Mr. Rogers, who claims KDUB-TV was the first U. S. station in a medium-sized market, said network programs are most popular with his audience; that without CBS-TV, KDUB-TV would have to reduce its news coverage and would not have the network sustaining programs. Network revenues and programs have helped build KDUB-TV's circulation, he added.

Citing KDUB-TV's local service—publicized in an article in the *Saturday Evening Post* last year—Mr. Rogers said anyone who charges that network affiliation causes a station to abdicate its responsibilities "just doesn't know me and people like me in other stations."

John C. Cohan, *president, KSBW-TV Salinas, Calif.:*

Mr. Cohan, representing the second of two small-market stations, said that although his station's profits are small, "we do not gripe at the networks because business is not handed to

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B&W TOBACCO WANTS MORE TV OUTLETS TO ACCEPT FULL 10-SECOND VISUAL ID'S

But SRA lashes out against practice which would eliminate visual presentation of station call letters. Ted Bates & Co. circulates letter to stations in behalf of B&W, outlining reasons for request.

BROWN & WILLIAMSON TOBACCO Co., Louisville, second largest tv spot advertiser, with an approximate $7 million television budget for Kools and Viceroy cigarettes, is seeking to extend its controversial "full 10-second visual ID" principle to another 150 stations.

By the terms of that principle the advertiser visually uses "all ten seconds of all the screen," and up to eight seconds of the audio. The station's identification is made aurally in the remaining two seconds.

Station Representatives Assn., which took the matter up in committee and board meetings last Thursday and Friday, came out against the plan and called upon "the entire industry" to resist it. SRA Director Larry Webb said B&W in effect was asking stations to "give up one of their most valuable franchises" in station promotion.

Earlier, SRA had announced that all but two tv stations—KWK-TV St. Louis and WBEN-TV Buffalo—were accepting commercials made on SRA ID standards: the 10-second three-quarter screen, and the 10-second full-screen with eight seconds of commercial and two seconds of ID. The two stations mentioned do not sell shared IDs. SRA noted that "this is probably the only 100% standardization ever achieved in this business, and rarely in any other."

In 1954, Brown & Williamson was able to clear its 10-second concept with 150 stations. In a letter to stations last week, the company, through Ted Bates & Co., and its media supervisor, Bill Kennedy, sought to extend the policy to 150 new outlets.

Observing that the "10-second full screen idea pays off for everybody," the letter importuned station management to "renew this . . . and give serious consideration to the acceptance of 10-second full treatment ID's on your station."

"The 10-second full-screen versions of our ID spots," the letter pointed out, "on the 150 stations proved to be more effective, and the money saved by eliminating the cost of inserting call letters in every spot used on every station has been reallocated to the purchase of additional time." The overall Brown & Williamson investment in spot tv is at an all-time high and the 10-second full screen ID's have contributed very appreciably to the fact that so much more of our budget is going into this medium." The letter continued:

"We are aware that the original standard ¾ screen ID formula now has a 'full screen' alternate by which an advertiser can use eight seconds of full screen video. However, this full screen time is not only too short for our needs, but it necessitates cutting the sound track back to only six seconds. The 150 stations which have accepted our 10-second full screen formula are carrying spots which give us maximum selling opportunity . . . the use of all 10-seconds of all of the screen and up to eight seconds in which to tell our story in the audio. These stations identify themselves in the closing seconds of audio, which is all the FCC requires.

"In 1956, we find that the number of stations carrying our schedules is now well in excess of 300, and our full screen formula which worked for us in 70% of our schedules when we were using 215 stations is now working for us in only 50% of our schedules because of the addition of 100 new stations."

The letter went on to explain that the full screen idea "sells more cigarettes, and therefore makes more advertising dollars available, it saves . . . ID preparation costs which we can reallocate to the purchase of additional time".

At the weekend the agency reportedly had received about 29 letters, with 20 of these agreeing to give the advertiser the full 10-second treatment.

SRA's position opposing the B&W plan was outlined by Managing Director Webb following a meeting of the SRA sales committee Thursday afternoon. He said:

"SRA through its members is urging every tv station in the country—as a matter of fact, the entire industry—to resist the attempt by one advertising agency to give one of its clients the full 10-second of video, in what is known in the trade as a full screen ID, or the full 10-seconds of what is further known as the three-quarter screen ID.

"SRA is pointing out to the stations that when they give up this 2-seconds they are giving up one of their most valuable franchises in promoting their own station in any given market. Stations which may be presently giving an advertiser the full 10-seconds of an ID, without presenting their call letters and channel number, are grossly under-evaluating the importance and effectiveness of their own medium. Asking a station to give up such visual identification as his call letters and channel number is like asking a newspaper to give up its mast head, so that an advertiser could buy the very valuable space on the top front page, or to carry it a step farther, is like asking a cigarette sponsor on tv to give up showing the pack of cigarettes he is so intent on selling.

"The large television stations have already registered their unwillingness to sacrifice this valuable identification. Many stations have capitalized on this identification in many ways in promoting their own station and upcoming programs.

"If stations give in to this request for one advertiser, they are morally obligated to immediately notify every other advertiser using IDs that they are also entitled to the same consideration, therefore leaving no time at all for visual presentation of their own call letters and channel number.

"The irony of this whole situation is that the 4As and their member agencies, along with SRA, spent many man hours in the not too distant past setting up standards for station ID's, presently known in the trade as SRA standards. Such standards have been accepted by every television station in the country (that accepts shared ID's) and have been working very successfully. Now one of the member firms in the 4As is trying to tear down such standards by asking stations to give up this valuable time.

"If that two remaining seconds of visual presentation is of such importance to an advertiser, stations should immediately recognize of how much greater importance it is to their own identification."

WHAT FCC RULES SAY ABOUT ID's

FCC Rules & Regulations offer the option of either aural or visual station identification at times other than at sign-on and sign-off. Text of the pertinent section:

3.652. Station identification. (a) A licensee of a television broadcast station shall make station identification announcements (call letters and location) at the beginning and ending of each time of operation and during the operation on the hour. The announcement at the beginning and ending of each time of operation shall be by both aural and visual means. Other announcements may be by either aural or visual means.

(b) Identification announcements during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or any type of production. In such cases, the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion hereof.

$2-2.5 Million Slated For Spud Introduction

PHILIP MORRIS Inc., New York, will spend about $2-2.5 million on an introductory campaign, using newspapers and tv spots and starting July 23, on behalf of its new mentholated, filter-tipped and flip-box cigarette, Spud.

Philip Morris also announced it has appointed Ogilvy, Benson & Mather, New York, as its agency for Spud cigarettes. OB&M will handle all the advertising, including the campaign which begins July 23.

The new cigarette, which has been packaged similarly to Marlboro, will be introduced July 2 on the West Coast, Hawaii and in Alaska. The cigarette then will make its debut in each market elsewhere in the U. S. with a pre-tested advertising campaign. Colors used are turquois, red and bleach white.

Four Join N. W. Ayer

FOUR new appointments and one transfer announced last week by N. W. Ayer & Son Inc., New York and Philadelphia, included Frank J. Marinello, Morey, Humm & Warwick, New York., to Ayer's New York office as timebuyer; John D. J. McNulty, NBC-TV operations, to radio-tv cost accounting; Delmer Molarsky, also Morey, Humm & Warwick, to Ayer's New York office as copywriter; William B. Weltman, assistant art director, Irving Spellens Assoc., to radio-tv art, and R. P. Rowen, transferred from Philadelphia's copy research staff to media selection.

Brewery Buys 'Clooney'

STERLING BREWERS Inc., Evansville, Ind., has entered tv advertising on an extensive basis for the first time with the purchase of MCA-TV's *Rosemary Clooney Show* in six midwestern markets, the film company announced last week. Placed through Smith, Benton & McClure, Chicago, the contract calls for 52 weeks of sponsorship in Terre Haute, Indianapolis, Evansville, Nashville, Chattanooga and Louisville. Foremost Dairies currently is sponsoring the series in more than 50 markets.

FUND FOR REPUBLIC CHARGES BLACKLISTING IS WIDESPREAD

- **Radio-tv now "labyrinthine world of political screening"**
- **Fund's blacklisting study was financed by Ford Foundation**
- **Agencies, sponsors, networks maintain "security officers"**

THE Fund for the Republic last week charged agencies and networks with operating a highly refined system of security clearance to keep "controversial" performers off radio and television.

In a report on a 20-month-long study of blacklisting in broadcasting, the fund alleged that agencies, advertisers, networks and program packagers had created "a secret and ladyrinthine world of political screening."

The two-volume report is by John Cogley, who was engaged for many years in Catholic journalism before taking on the blacklisting study for the Fund for the Republic in September 1954. One volume deals with blacklisting in radio-television; the other with blacklisting in motion pictures.

Chairman Paul G. Hoffman of the fund, which was established by the Ford Foundation to operate in the field of civil liberties in the U. S., says in a foreword: "Mr. Cogley has tried to give a detailed picture of the situation as it exists. He has brought in no indictments, and has offered no recommendations. The board of the Fund for the Republic offers none, believing that progress in resolving the conflicts of interest, viewpoint, and principle involved must and will come in the first instance from the industries affected."

Chairman Hoffman also notes that while Mr. Cogley "accepts responsibility for this report as its director and author, the board of the Fund for the Republic wishes to state its full confidence in the calm deliberation which he has given to its preparation. We believe he has done a thorough job in a very difficult field."

Mr. Cogley, who had the aid of a staff of 10 reporters and researchers in making his study, starts the radio-tv report with a rundown on the activities of *Counterattack* and "Red Channels," anti-communist organs which among other things listed radio-tv people who allegedly were or had been linked with various "communist causes."

The study recalls, in some detail, well-known instances of blacklisting, starting about the time of the so-called "Jean Muir incident" in 1950. In that case, the report notes, General Foods was threatened with boycott of its products by one group if it used Miss Muir on *The Aldrich Family*—and with boycott by another group if it didn't use her. The report continues:

"The resolution—for General Foods and ultimately for the entire industry of networks, advertising agencies, sponsors and packagers—was to placate the right-wing group and silence the liberals. The strategic key was secrecy. . . .

"The inevitable result of such a solution was the institutionalizing of blacklisting. Some advertising agencies, like BBDO, appointed executives to serve as 'security officers.' At the CBS a vice president was appointed to implement the network's policy. At the NBC and a number of advertising agencies, legal departments were entrusted with this duty. One of the larger packagers under fire set up a 'white list.' A new profession was developed. Independent 'consultants,' like the publishers of *Counterattack* and Vincent Hartnett (the keeper of 'File 13,' a kind of expanded 'Red Channels'), made a business out of servicing sponsors and agencies who did not have a fulltime executive on the job."

The report, after tracing additional specific cases, asserts that "by 1952, blacklisting was generally accepted in the industry. . . . The industry's solution to the problem was firmly institutionalized: don't hire controversial performers and you won't have to fire them."

The report points up the more complicated nature of blacklisting in radio-tv as compared to the movies:

"In Hollywood, most hiring is concentrated in five or six big studios. But in radio-tv, advertising agencies, networks, program packages and sponsors all have a voice in deciding who is to be used. The result is a multiplicity of lists and procedures, different policies on different networks, the creation of a secret and labyrinthine world of political screening. Thus it has often happened that a television personality might be acceptable to agency and network, but not to this or that sponsor. Such a one, in the jargon that has grown up in the industry, is 'greylisted'. The 'greylisted' of course are blacklisted, but not completely for every program on every network. Few persons are thoroughly blacklisted in this sense."

The report notes that "at times" radio-tv "security" standards seem to be relaxed somewhat, so that people who have been "unemployable" find work without going through "clearance."

"In the winter of 1955," the report recalls, "there were persistent rumors that things were letting up." But not for long: pressures developed again. "And as long as such pressure continues, there will probably be no letup in blacklisting," Mr. Cogley concludes.

Each volume of the report—the volume on radio-tv and the one on movies—is priced at $1.25.

Agencies and networks mentioned in the report were furnished copies in advance of publication and given a chance to submit comments for inclusion in the published work, but none accepted the offer, a Fund for the Republic spokesman told B•T Friday. He said copies were submitted to the networks and BBDO, McCann-Erickson, Young & Rubicam and J. Walter Thompson Co. and that they had about 10 days in which to submit comments if they wished. None did so, the spokesman reported.

'SECURITY ON MADISON AVENUE'

Here are excerpts from a chapter entitled "Security on Madison Avenue" in the Fund for the Republic's report on blacklisting:

THE agency which looms largest in the minds and conversation of radio-tv people in respect to blacklisting is BBDO, particularly in the person of one of its public-relations officials—Jack Wren, the top "security officer" on Madison Avenue.

The reason for Wren's prominence is not easily apparent. To be sure, BBDO controls a number of choice jobs, but so do several other leading agencies. Moreover, Young & Rubicam, through the highly publicized Jean Muir and Phil Loeb cases, has been more widely identified with blacklisting. Yet to the performer who wants to be cleared for work, Wren's name buzzes through the industry grapevine. He and BBDO are mentioned more frequently than any other individual or agency.

Compared to the popular image of the advertising-public relations man, Wren is an anomaly. For one thing, he shares none of the affectations commonly associated with the trade. His office is a small, plainly furnished room tucked off in a corner. He has one phone and more often than not answers it himself; yet he is prominently listed on the ground floor directory of BBDO executives.

Wren's private reputation extends far in the field, farther perhaps than even BBDO's. Lawyers who have had occasion to attempt "clearance" of clients consider Wren a power to conjure with. When the Hollywood-Broadway actor Leif Erickson sought "clearance" not long ago, at least one of the accounts he wrote of past political mistakes crossed Wren's desk. Wren helped comedian Henry Morgan out of a jam in 1952. Morgan was having trouble getting work because of his Red Channels listing and gave a speech before a television artists union meeting which helped exonerate him. Wren wrote the speech. He also arranged for the [New York] *World-Telegram and Sun's* Fred Woltman to write a feature story on the speech commending Morgan for his courage.

BBDO has taken the blacklisting problem for what it is, i.e., a problem in public relations, and has treated it accordingly. For unlike most other agencies, BBDO, through Wren, taps the lines of communications and takes part in "clearance" procedures. Wren, in short, will see "listed" performers and hear them out. Few other agencies will.

Wren's efficiency, understandably, is not meant to promote justice, except as it makes good public relations.

Hence, it may be supposed, Wren's "clearances"—so far as the word has any meaning—are few. For Wren does not control communications, he merely has himself a better listening post. The "wrongly accused" in his context are the same as they are in the big agency's, i.e., the person who is "defensible." Standards vary from personality to personality, from client to client. They depend on the times, the intensity of feeling over the communist issue, etc.

The statutes for the little courthouse on Madison Avenue are the words and deeds of several state and federal legislatures, the attorney general's department, and some supplementary laws that show up from time to time on the baby blue stationery of AWARE Inc. The bills of particulars come in various shapes and sizes: under the logotype of *Counterattack* or *Firing Line*, magazines like the *American Mercury*, the neatly mimeographed pages of Vincent Hartnett's "File 13," the AWARE Inc. bulletins.

Wren is not a judge in any usual sense. He knows that once the defendent is accused, the accusation itself becomes an additional factor in judging his competence as a performer.

'CLEARANCE AT CBS'

Here are excerpts from a chapter entitled "Clearance at CBS" in the Fund for the Republic's report on blacklisting:

WHEN "Red Channels" appeared, CBS met the blacklisting problem by seeking to gain a solid reputation for patriotism with those who were counted as "anti-Communist experts," while at the same time it maintained its public reputation for "creative imagination" via the network's news division. The network set up a department to administer internal security but exempted its news division from the stern "security" provisions operating in other departments.

The security problem was at first given to Joseph Ream, a CBS executive, and Alfred Berry, a former FBI agent. Ream instituted a loyalty oath for all who were employed by CBS to sign under pain of losing their jobs. The oath was kept sealed and confidential in CBS files.

When Ream, an executive of long standing in the industry, retired to Florida, his place was taken by Daniel T. O'Shea. A graduate of Holy Cross College and Harvard Law School, O'Shea had served as chief counsel for RKO Radio Pictures Inc., had been vice president of Selznick International Pictures Co., and was leading executive at Vanguard Films in Hollywood before joining CBS in 1950. [Mr. O'Shea became president of RKO Radio Pictures last August.]

Under O'Shea, CBS developed a vigorous screening policy. Like BBDO, the network seized on the realities of the moment and made the best of them. O'Shea and his assistant, Berry, even more than Jack Wren, made themselves available to anyone who wanted to see them. Any writer, director or actor who believed he was "not available" for CBS shows and felt he had a case could go to them and get a hearing.

Like Wren, O'Shea and Berry saw to it that they had adequate information on hand and kept up their contacts with the "anti-communist experts." Berry took care of day-to-day details. O'Shea set the over-all policy for the network and concerned himself only with difficult or especially prominent cases, like that of Lucille Ball.[1]

The standards set for CBS "clearance" procedures are necessarily hard to fix. They depend largely on how the network's "security officers" read the intentions and opinions of the accusers, be it the American Legion or AWARE Inc. There are fluctuations from show to show, from client to client and from one day's international news to the next.

The best way for the accused to go about getting "clearance" was, and still is, first to find someone who knows his way around. In the process the "victim" will almost certainly have to render an explanation of his past activities, often in the form of an affidavit. He should also divulge whatever information he has, whether or not he believes it useful, to the FBI. Depending on his record and auspices, he may have to certify his earnestness by other acts. Support of an AWARE-endorsed position in his union, plus, say, signing a petition against admission of Red China to the UN, might turn the trick. The important thing is to "clear" himself as much as possible before seeing the network's "security officers."

[1] In 1953 Miss Ball, the top television star of the nation, suddenly became highly controversial when newspapers all over the country carried stories that in the mid-thirties, Communist meetings had been held at her home, that she had signed CP nominating petitions and had been listed as a member of the Communist Party's Central Committee of California. Miss Ball appeared before the House Un-American Activities Committee, told them of an eccentric grandfather and satisfied the committee that, as her husband put it, "There's nothing red about Lucy but her hair, and even that's not real."

Since the problem of the "controversial" performer first broke out in 1952, B-T has followed news developments in detail.

The report of the Fund for the Republic constitutes a news development.

It is probable that the Fund's report on the controversial subject of blacklisting will itself become controversial. That, however, is no reason to suppress news coverage of its release.

The Editors

FAULK SUES AWARE FOR 'BLACKLISTING'

IN WHAT is believed to be the first court action against alleged "blacklisting" practices in the radio-tv field, John Henry Faulk, WCBS New York humorist, last week filed a $500,000 libel suit in New York State Supreme Court charging the existence of a conspiracy to "blacklist" him from the air on the "false" ground of pro-communist associations.

Named as defendants were AWARE, which describes itself as "a non-profit, private organization" established to combat the communist conspiracy in the entertainment communications field; Vincent Hartnett, writer, lecturer and talent consultant, and Laurence A. Johnson, former Syracuse supermarket operator.

Mr. Faulk, who also is second vice president of the New York local of the American Federation of Television & Radio Artists, charged in his complaint that the defendants "maliciously conspired to destroy his income and livelihood, to destroy him as an officer of AFTRA and eliminate his declared opposition to certain nefarious and racketeering practices of the defendants, involving the use of intimidation and terror in order to produce the blacklisting of radio and television artists by the networks, producers, sponsors and advertising agencies . . . and upon information and belief, the extortion of monies in consideration for the 'clearance' of radio and television artists, charged, however baselessly, with subversive, or former subversive, associations."

The complaint alleged that AWARE, Mr. Johnson and Mr. Hartnett participated in preparing and circulating three publications which "falsely accused" Mr. Faulk of having supported a number of communist-front organizations and of having participated in an infiltration by the communist party in the field of entertainment-communications. Mr. Faulk claimed that all of these charges were made "in willful and wanton disregard of the truth." Mr. Faulk contended that he is and always has been "vigorously opposed to communism" and as a result of these false publications, he has been deprived of valuable opportunities on the radio and rendered unemployable on television.

Since last February, when the first of the publications was issued, Mr. Faulk charged, sponsors of 19 spot announcements have severed connections with his daily WCBS show. He added that he no longer is considered for television appearances which normally net him $7,500 a year and for other bookings.

AWARE's board of directors last Thursday issued a statement calling Mr. Faulk's suit "an arrogant attempt at censorship." It charged that the suit had "no basis in reality," and said Mr. Faulk is "one of those (men) who will do anything to prevent free public discussion of the communist issue . . ." It said AWARE will file its formal answer soon, denying Mr. Faulk's charges and "establishing the validity" of the AWARE publication which cited Mr. Faulk's alleged political association.

In a prepared statement issued with the complaint, Mr. Faulk said he was "determined to test the un-American practices of 'blacklisting' and boycotting and hurling of inaccurate charges and abuses at artists, tied up with the ugly practices of these self-appointed censorship groups collecting monies for their checking of other citizens' 'patriotism.' As an anti-communist, I feel I am in a good position to test in the courts these racketeering practices disgracefully masquerading as patriotism."

Mr. Johnson, formerly president of a chain of Syracuse supermarkets, was in Europe at the time the complaint was filed and was not available for comment. He is a member of AWARE and for several years has taken the leadership in groups that have sought to discourage the employment on radio and tv of performers alleged to have had pro-communist links.

Mr. Hartnett, on AWARE's board of directors, is co-author of "Red Channels," a listing of persons in the radio-tv field who have been cited for pro-communist associations. He told B•T he is a writer, lecturer and talent consultant and described his latter activity this way:

"I am hired by agencies, sponsors and networks to look into the qualifications of persons they plan to use on radio and tv programs. Following my investigation, I find and report on any political activity in which the person under examination may have participated."

Mr. Hartnett said Mr. Faulk's suit "smacks of a publicity stunt." He added that he has instructed his attorney to prepare to file a court action "for malicious prosecution."

ANA URGES MODERATE APPROACH ON 15%

Leader in move for review of compensation system also releases Rubel speech calling commission method a good one that should continue as basis for any realignment.

THE NEED for a moderate approach in trying to work out the delicate issue of how agencies should be compensated was emphasized last week by the Assn. of National Advertisers, rallying force in the movement to "review" the decades-old media commission system.

ANA also released the full text of a speech by Ira Rubel, advertising accountant, which expressed belief that "the commission system of compensation in the main is a good one" that "can and should continue to work as the main basis—the floor upon which to build"—but that "agencies should apply another measure to show that the value of the service they perform is in proportion to the compensation they receive." Mr. Rubel's speech was made at a June 7 closed workshop meeting sponsored by ANA. Extracts released earlier by ANA did not go so far in endorsing the commission system, which agencies generally maintain is the best yet devised but which ANA has described as being used "in too many cases" as "a crutch or a coverall" [B•T, June 11].

The System May Remain

Circulation of the Rubel text containing these comments, plus the emphasis on moderation in a new statement by the chairman of ANA's special study committee, lent strength to the growing belief that the dispute may eventually be resolved with the commission system still basically intact but with modifications or innovations designed to satisfy advertisers as to "what we get for what we pay" [B•T, June 18]. This feeling of eventual resolution existed despite ANA's issuance, concurrently with the Rubel speech, of the one by ANA President Paul B. West, also made at the June 7 workshop, in which he had used the "crutch or coverall" phrase.

The statement by the ANA study committee chairman, John B. McLaughlin of Kraft Foods, also reiterated advertisers' challenge to agency claims that media, rather than advertisers or agencies, will decide the fate of the compensation question. This is a matter that is "individual to each advertiser and agency," he emphasized.

His statement, released by ANA last week, came on the heels of his committee's first session, held in New York. Views of all ANA members regarding agency compensation will be solicited as the committee's first step, Mr. McLaughlin said.

The committee, which spent most of the time in setting up plans and objectives, expressed "concern" over the statement made a few weeks ago by Frederic R. Gamble, president of the American Assn. of Advertising Agencies, to the effect that advertisers apparently raised the question of compensation because they wanted to reduce agencies' pay. The committee "wished to make it absolutely clear that this was not ANA's spirit or intent nor that of advertisers generally," the ANA report said.

"While advertisers feel that agency compensation, generally speaking, has not been excessive," Mr. McLaughlin asserted; "they are at the same time well aware that there are inevitably situations in relation to specific services in which a 15% commission can represent either excessive compensation or, on the other hand, insufficient compensation. These situations have increased and become intensified as the scope of advertising has broadened and the amounts spent in advertising have greatly increased. Hence it is the responsibility of ANA, and of advertisers generally, to study this complex matter so as to be sure that agency compensation arrangements are sound and as productive as possible."

The committee, ANA reported, "noted particularly that advertisers uniformly stress their need for creative services which can best be performed by independent advertising agencies. The advertiser's principal concern is to achieve working relationships with agencies which will increase the agencies' ability and incentive to provide effective and creative advertising service, to the end that the advertiser's brand franchise will be strengthened and its competitive position and growth will be assured."

The committee recognized, ANA continued, "that the matter of agency compensation methods was highly complex and that any precipitate action by individuals or groups could have harmful consequences. The committee therefore fully endorsed the viewpoint expressed by ANA spokesmen on various occasions, that this was not a matter for hasty or emotional action but for calm, dispassionate discussion and a carefully considered approach."

After the meeting, committee Chairman McLaughlin said: "In approaching its assignment, the ANA committee agreed that the following considerations, which have been expressed by several ANA spokesmen in recent months in voicing the judgment of the ANA board, are those of paramount significance:

"(1) With the growth of advertising as the most important communications and selling force and the corresponding expansion and growth of agency services, advertising has evolved so that agency services are now, and should continue to be, geared to serve the needs of advertisers rather than advertising media. Thus, compensation of the agency is a responsibility of the advertiser to be worked out with the agency.

"(2) Following the signing of the consent decrees, advertisers and agencies are now in a position to evaluate and examine both the services performed and their compensation arrangements. In line with sound advertising and financial management principles, they should do so to assure a basis of compensation which is (a) equitable and profitable to the company, (b) equitable and profitable for the agency and (c) which will lead to the highest degree of advertising productivity.

"(3) Questions of service to be rendered and compensation to be paid are individual to each advertiser and agency. Thus, the solution to these questions may not be delegated and may not be best resolved through a blanket formula applied by a third party, the advertising media.

"The ANA committee noted that advertisers, in line with these considerations, were naturally turning to their association for information which will assist them in their appraisal of the effects on their existing arrangements in consequence of the changed situation. In particular, advertisers are looking to the ANA for practical information concerning the steps individual advertisers can take to assure the full productiveness of their advertising through effective and equitable agency relations under the conditions which now exist. The committee, therefore, in accordance with its directive from the ANA board, agreed that its first step will be to study agency compensation methods and in this connection plans to solicit the views of all ANA members."

Ike Group Appoints McGivena

NATIONAL Citizens For Eisenhower, New York, has appointed L. E. McGivena & Co., New York, as its agency for a special radio-tv spot drive which was to go into effect several weeks ago, but postponed because of the President's current illness. Initial drive called for two 1-minute radio announcements per day in four markets: Charlotte, N. C.; Great Falls, Mont.; Springfield, Mass., and Rochester, N. Y. The drive, initially a fund-raising appeal, will get under way shortly a McGivena representative said last week and will go on television as well.

New Officers at Sackheim

ASSIGNMENT changes at Maxwell Sackheim & Co., New York advertising firm, which took place last week included Lester Wunderman as executive vice president; Irving Wunderman, vice president and copy chief; Harry D. Kline, vice president and account executive, and Sherman P. Sackheim, vice president in charge of operations. Robert P. Sackheim continues as president, Edwin C. Ricotta as vice president and art director, and Joe Gans as vice president in charge of radio and television.

A HALF-HOUR interview series, *Press Conference*, will debut on NBC-TV July 4 (8-8:30 p.m. EST) with Corn Products Refining Co., New York, as sponsor. The program will be moderated by Martha Rountree and will feature top personalities in public life questioned by Washington newsmen. Robert W. Sarnoff, NBC president, hands a pen to William T. Brady, Corn Products president, to use in signing the contract as Miss Rountree and C. L. Miller of the New York advertising agency bearing his name look on.

A DIME will go a long way these days on WHO Radio!

Take 1 to 3 p.m. as an example . . .

WHEN you dig out the *facts,* you find that early-afternoon radio time is really a bargain these days. For example, consider what one thin dime will buy on *WHO Radio!*

LET'S LOOK AT THE RECORD . . .

On WHO Radio, a 1-minute spot between 1 and 3 p.m. will deliver a minimum of 45,124 actual *listening* homes, in Iowa alone!

That's at least 95 homes for a dime, or 1000 homes for $1.05—*ALL LISTENING TO WHO!*

That's *measured,* at-home listening. In addition, WHO's 50,000-watt, Clear Channel signal is heard by thousands of *extra, un*measured listeners, both in and outside Iowa. There are over half a million car radios *in Iowa alone*—as well as thousands of bonus sets in "Iowa Plus"!

Let Peters, Griffin, Woodward give you all the proven facts on WHO Radio.

(Computations based on projecting Nielsen figures and 1955 Iowa Radio Audience Survey data against our 26-time rate.)

WHO

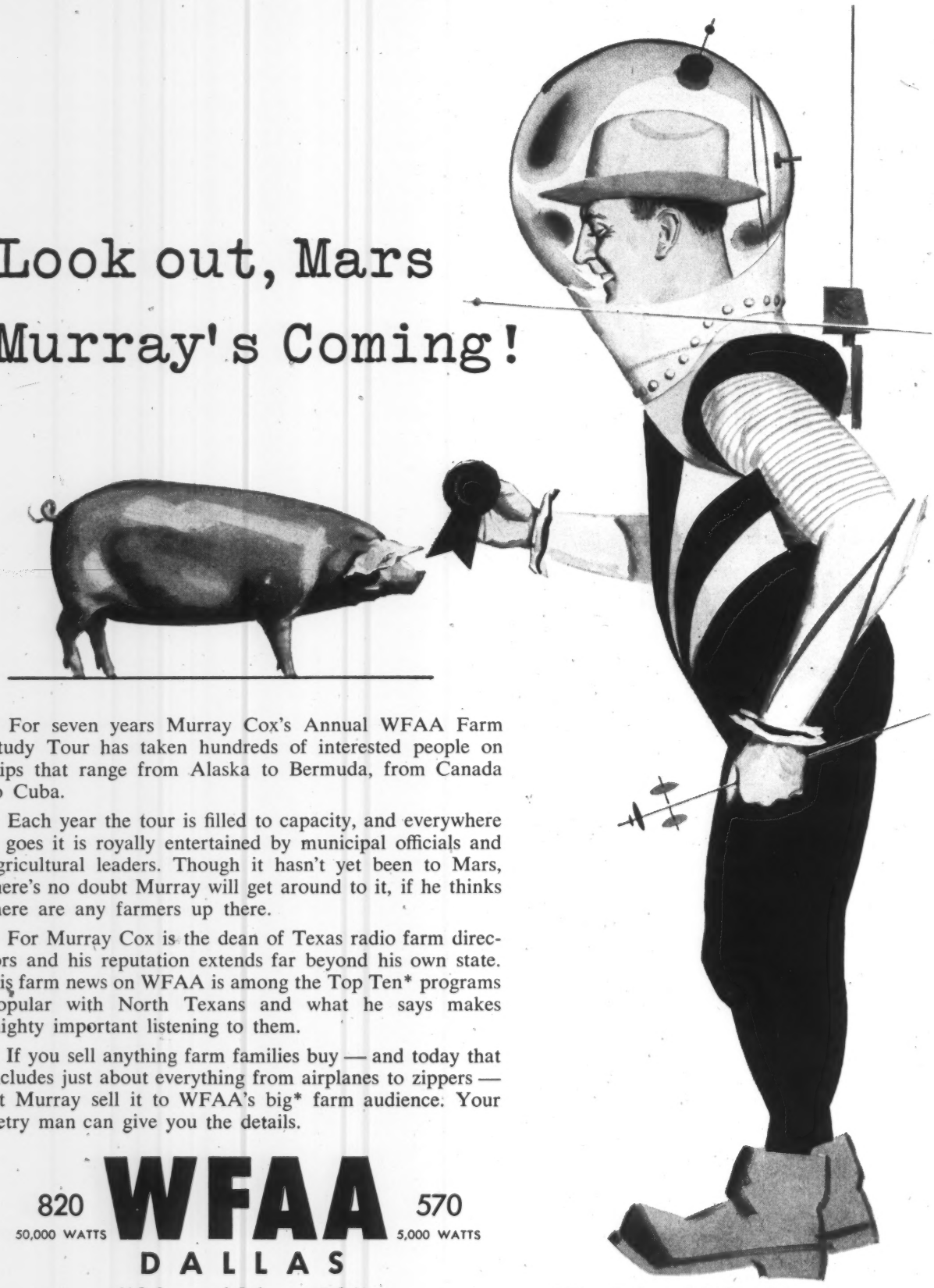
for Iowa PLUS!

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

Peters, Griffin, Woodward, Inc.,
Exclusive National Representatives

Look out, Mars
Murray's Coming!



For seven years Murray Cox's Annual WFAA Farm Study Tour has taken hundreds of interested people on trips that range from Alaska to Bermuda, from Canada to Cuba.

Each year the tour is filled to capacity, and everywhere it goes it is royally entertained by municipal officials and agricultural leaders. Though it hasn't yet been to Mars, there's no doubt Murray will get around to it, if he thinks there are any farmers up there.

For Murray Cox is the dean of Texas radio farm directors and his reputation extends far beyond his own state. His farm news on WFAA is among the Top Ten* programs popular with North Texans and what he says makes mighty important listening to them.

If you sell anything farm families buy — and today that includes just about everything from airplanes to zippers — let Murray sell it to WFAA's big* farm audience. Your Petry man can give you the details.

820 50,000 WATTS **WFAA** 570 5,000 WATTS

DALLAS

NBC • ABC • TQN

Edward Petry & Co., Inc., Representatives

*Whan Study, A. C. Nielsen, N.S.I.

IN THE TEA LEAVES: SPOT TV EMPHASIS

TELEVISION viewers and radio listeners in major U. S. cities this summer will be able to supply the answer to The Tea Council of the U. S. A.'s plaintive "Why Don't We Have Tea More Often?" query, according to Leo Burnett Co., Chicago, the Council's agency.

Starting the first week of July, the council will launch a 10-week, $248,000 spot tv campaign—consisting of 770 10 and 20-second announcements—in Baltimore, Boston, Chicago, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh and Washington, D. C. These markets, according to Edward M. Thiele, vice president of Burnett and account supervisor on The Tea Council, represent 43% of U. S. tv homes. Already under way is a 10-week radio spot campaign test in Cleveland, Norfolk and Augusta, Fla., representing a $10,000 allocation.

Details of the council's $300,000 radio-tv-billboard drive to promote iced tea drinking this summer were spelled out at a luncheon held Thursday in New York, at which several representatives of both agency and client cited a special research project on tea by Dr. Ernest Dichter's Institute For Motivation Research as the basis for the drive. The filmed spots, prepared by Hollywood producer Delbert Mann and director Norman Felton, are done "in the Elia Kazan approach," e.g., utilizing professional actors (not models), acting relaxed and in natural settings, saying very little. Said Mr. Thiele, "They'll look best when placed next to the loudest and most offensive 'hard-sell' commercials."

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

June 30 (7-7:30 p.m.) *Gene Autry Show* William Wrigley Jr. Co., through Ruthrauff & Ryan (also July 7).

NBC-TV

June 25-29 (3-4 p.m.) *Matinee*, participating sponsors (also July 2-6, 9-13, 16-20, 23-27, 30-31).

June 25 (8-9:30 p.m.) ***Producer's Showcase***, "Happy Birthday," Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

June 30 (5-7 p.m.) ***Olympic Tryouts,*** sustaining.

July 1 (5-5:30 p.m.) *Zoo Parade*, sustaining (also July 8, 15, 22, 29).

July 4 (7:30-7:45 p.m.) *J. P. Morgan Show*, sustaining (also July 18).

July 7 (8-9 p.m.) *Patti Page Show*, participating sponsors.

July 11 (9-10 p.m.) *Kraft Television Theatre*, Kraft Foods, through J. Walter Thompson (also July 18, 25).

July 15 (7:30-9 p.m.) ***Sunday Spectacular,*** "The Bachelor," participating sponsors.

July 21 (8-9 p.m.) *Julius La Rosa Show*, participating sponsors (also July 28).

July 22 (9-10 p.m.) *Alcoa Hour*, Aluminum Co. of America, through Fuller, Smith & Ross.

July 23 (8-8:30 p.m.) ***Producer's Showcase,*** Ford Motor Co. through Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton & Grey.

[Note: This schedule will be corrected to press time of each issue of B•T]

Three Sponsors to Replace Chrysler on 'News Caravan'

THREE sponsors have signed to replace Chrysler Corp. (Plymouth) sponsorship of NBC-TV's *News Caravan* effective July 2 and R. J. Reynolds Tobacco Co. (Camels) has cut sponsorship of the news quarter-hour on Tuesday but retains Monday and Thursday segments. These developments were reported Thursday by NBC in Hollywood, concurrent with the announcement that the west coast kinescope of the show will be augmented by western news stories, both live and film.

Sperry-Rand Co. has signed for Tuesday for its office machines and electric shavers through Compton Adv. Miles Labs (Alka-Seltzer) through Geoffrey Wade Adv., has signed for Friday and alternate Wednesdays. Time Inc. (*Time* and *Life* magazines) has signed for alternate Wednesdays through Young & Rubicam. Camel agency is William Esty Co.

Disclosure of the stepped-up emphasis on Pacific Coast stories and the changes in sponsorship were made by Producer Francis P. McCall and Pacific Div. Producer Roy Neal. Live coverage cut-ins of Pacific Coast stories will be made at least four out of five nights each week, with filmed stories also scheduled each night. Lesser national stories will be deleted from the western delayed telecast of the *Caravan* kinescope to make room for the cut-ins.

Closed-Circuit in 14 Cities Used For U. S. Steel Program

U. S. STEEL Corp. last week presented, via the Sheraton Closed-Circuit Television Network, a special two-hour program in 14 cities on which new safety techniques were discussed and the *U. S. Steel Hour* viewed. The special program—U. S. Steel's first use of closed-circuit tv—was seen by more than 30,000 steel employes and guests in cities across the nation.

During the first hour, various U. S. Steel executives—including President Clifford F. Hood—talked about safety procedures and introduced a new full-color U. S. Steel safety film. Following this, Sheraton's lines hooked up with those of CBS-TV to present "Moment of Courage," which was on the *Steel Hour*.

Piel's, Hamm's Beer Ads Liked Best by Tv Viewers

TWO REGIONAL beer sponsors, Piel's and Hamm's, have been voted by tv viewers as purveyors of the commercials they like most, according to an American Research Bureau survey. ARB asked, "Of all the television commercials you've seen this week, which one did you like best?"

On a national basis, Piel's was named by 7.7% of those answering despite the fact it is active only in the New York area. Hamm's, although limited to the Midwest, was tops on 7.1% of the votes. Lucky Strike placed third with 4.4%. A total of 25 commercials received at least 1% of the votes. The survey was made during the week of May 1-7.

Deliver Your Own

THE ADVERTISER who delivers his own tv commercial can be as effective—and perhaps more so—than the regular announcer, if he breaks through the "if" barrier.

After a test study of three different commercials, Schwerin Research Corp., New York, found the advertiser who is willing to use visual aids and speak about his product's specific features to be the most effective. Ranking behind him was the advertiser who spoke directly about his product but did not use video aids. A simulcast commercial studied showed an advertiser who spoke in abstract or general terms about his company's contributions to progress and to the economy to have scored more heavily on tv than radio—"largely because it [commercial] was illustrated by pictures having to do with the company's operations and history."

Usually the writer or producer of the commercial is wary of the advertiser who makes the copy pitch himself. It is their fear of the client insisting on copy that sounds like a speech rather than a visual presentation which puts them on guard. Nevertheless, says Schwerin, the manufacturer can be a natural because he carries in him the enthusiasm for the product which to the viewer appears as "conviction."

Toni, Lorillard Take Winchell Tv Show Tab

TONI Co., and P. Lorillard Co., co-sponsors of *Truth or Consequences* three out of four weeks Fridays on NBC-TV, will replace the program Oct. 12 with a variety show featuring Walter Winchell.

The program, entitled *The Walter Winchell Show*, will have a half-hour variety format with Mr. Winchell introducing the various acts. The production cost of each program will be $40,000.

Mr. Winchell will continue to do his Sunday evening news show on Mutual in addition to the weekly tv program. The tv show will originate in New York at first but later will move to Hollywood.

Toni Co. is represented by North Adv. and P. Lorillard by Lennen & Newell.

Ideal Toy Buys in 'Kangaroo'

IDEAL TOY Corp., New York, last week contracted with CBS-TV for a 14-week participating sponsorship of *Captain Kangaroo*, starting Sept. 10. The purchase of a 15-minute Saturday morning time slot from Sept. 10-Dec. 15 represents the second network tv buy for Ideal, which earlier this year picked up participation in NBC-TV's coverage of the Nov. 22 Macy's Thanksgiving Day Parade.

With an estimated $350,000 budget allocated to tv this year, Ideal also will buy weekday spots on *Kangaroo* in the late summer and segments on NBC-TV's *Home* and *Howdy Doody*. It also plans to renew and expand its sponsorship of the syndicated *Romper Room* series and will place a series of 36 one-minute film commercials starring Kulkla, Fran (Allison) and Ollie in six major cities. Agency for Ideal is Grey Adv., New York.

BEER | IN BOSTON TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Schlitz (J. Walter Thompson)	1	1	4	88
2.	Pabst (Leo Burnett)	1	1	2½	46

BOSTON INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Narragansett (Cunningham & Walsh)	—	2	10½	258
2.	Ballantine (William Esty)	—	2	9	127
3.	Schlitz (J. Walter Thompson)	1	1	4	118
4.	Croft Ale (Cunningham & Walsh)	—	1	4	114
5.	Krueger (Grey)	—	1	9	107
6.	Knickerbocker (Warwick & Legler)	—	1	8	103
6.	Schaefer (BBDO)	—	2	5	103
8.	Dawson's beer & ale (Ingalls-Miniter)	—	1	4	55
9.	Carling's beer & ale (Benton & Bowles) (Lang, Fisher & Stashower) (Harold Cabot)	—	1	3	42

In the above summary, monitoring occurred the week ending May 5, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending May 5, 1956.**

AD BUDGET HIKED BY NATL. BRANDS

THE 1956 advertising budget for the National Brands Div. of Sterling Drugs Inc. will be increased to $15 million, a raise of more than 15% over last year, James Hill Jr., chairman of the company, revealed at the annual meeting of its standing committees held in Hot Springs, Va., June 16 and 17.

Of the $15 million, it is estimated that approximately $10 million is earmarked for radio and television.

Mr. Hill said the extra advertising funds for the Sterling line of packaged medicines, household and toiletry items (Bayer Aspirin and Phillips Milk of Magnesia, among others) would be allocated to larger space and time investments in newspapers, magazines, television and radio in major markets.

The National Brands Div. was formed six months ago to unify sales and distribution of three Sterling units.

The advertiser currently sponsors *The Vise* Fridays on ABC-TV and will sponsor *Modern Romances* on NBC-TV, 4:45-5 p.m. EDT, twice a week, starting Aug. 2. In addition an expansion of tv spots is expected. Dancer-Fitzgerald-Sample, New York, is the agency.

'Monitor' Signs Amoco, Reynolds in $1 Million Deal

SIGNING of American Oil Co. (Amoco), Baltimore, and R. J. Reynolds Tobacco Co. (Winston cigarettes), Winston-Salem, N. C., on NBC Radio's *Monitor* weekend service last week represented $1 million in net sales, according to Fred Horton, NBC director of sales.

Amoco's and Winston's campaign—said by Mr. Horton to be the largest single orders in *Monitor's* history—call for 14 participations per weekend starting July 7 for Amoco, and 50 announcements per weekend starting June 30 for Winstons.

Agencies are the Joseph Katz Co., New York and Baltimore, for Amoco, and William Esty Co., New York, for Reynolds.

James Leaves Lorillard

ALDEN JAMES, vice president, board member and director of advertising, P. Lorillard Co., New York, resigned last week. He held the advertising post since 1947, and was elected a vice president in 1953. His future plans were not announced.

NO RADIO-TV DOWNHOLD, LEWIS, K & E, DECLARES

Annual broadcast billing now nears $37.5 million, agency president says in denying rumor of de-emphasis on electronic media.

WILLIAM B. LEWIS, president of Kenyon & Eckhardt, New York, last week scotched what he termed as rumor that the agency has been de-emphasizing television and radio. Mr. Lewis disclosed that K & E is handling an annual tv radio billing near $37.5 million.

This figure was indicated by Mr. Lewis in revealing that the agency's estimated overall billing stands at more than $75 million for the year (some estimates place it closer to $78 million) and that "nearly 50%" of that total is in tv-radio.

Mr. Lewis' reference to tv-radio and to the overall billing was made at a special luncheon for newsmen held at the agency's offices Tuesday. He intimated that the reports of "reorganization" or de-emphasis at K & E were not true but attributable to the growth in the agency, which five years ago had an estimated total of $35 million in annual billings.

K & E ranked ninth among top advertising agencies in radio-tv billings for 1955, according to B•T's annual survey [B•T, Dec. 12, 1955]. That year, K & E had about $34.5 million in radio and tv, or approximately 55% of its overall billing.

Mr. Lewis showed an organizational chart of the agency, explaining various new groupings instituted to keep pace with increased activity. He placed special emphasis on how K & E's tv-radio department fits into the organization. Just recently the agency appointed G. Maxwell Ule, who was vice president in charge of research, as senior vice president in charge of the marketing services division of K & E under which were placed four departments: research, media, promotion and tv-radio. Another division is that of creative services headed by senior vice president Barrett Brady and including copy, art, commercial production and print production. (Two other divisions which complete the agency's structure are account management and corporate services.)

The new groupings reportedly led to the so-called rumor or report of K & E's alleged switch in media emphasis. Mr. Lewis noted, however, that tv-radio actually spills over into the media department where selection of media is decided and into both the copy department and commercial production unit in creative services. The tv-radio department mainly is concerned with only the purchase of time and in certain creative functions.

Mr. Ule also spoke at the luncheon. He described K & E's marketing plan, explaining that the agency has taken the tack of not considering dollar size in the determination of what should be an advertiser's budget. This, he said was a bookkeeping device on, for example, the cost of a program but not what the total budget should be.

In selecting the latter, K & E now thinks in terms of the "communication" needed, i. e. how much of the market does the client wish to talk to and how frequently. The decision here, Mr. Ule continued, depends on, first the consumer's familiarity with the product, and, second, the "affect"—attitude or image toward the product. The "affect" poses the more difficult area, he admitted, adding that once "impressions" are noted they then are converted to the "communication bridge," calling upon interplay of the agency's departments.

WMAL & WMAL-TV

WASHINGTON, D. C.

In the Nation's Tenth Largest Market

announce the appointment of

H-R TELEVISION, INC.
REPRESENTATIVES, INC.

as national representatives

Effective July 1, 1956

The Evening Star Broadcasting Company

Frederick S. Houwink
General Manager

Neal J. Edwards
Sales Manager, WMAL-TV
Channel 7, ABC

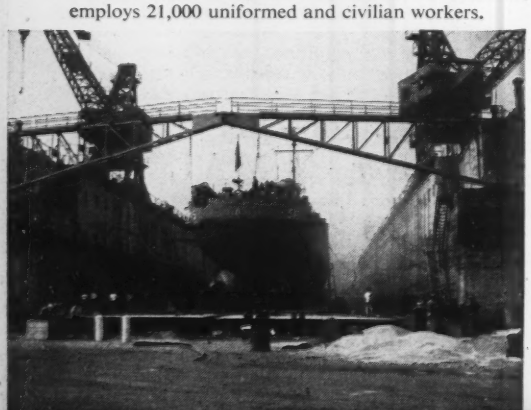
Robert W. Jonscher
Sales Manager, WMAL
5 kw, 630 kc, ABC

SPEEDICRAFT BOAT CO. makes 14 and 16′ outboard pleasure boats which are sold throughout the United States and Cuba. Wood comes from Holland, is shaped by 50 craftsmen into peerless pleasure craft.

DOLPHIN CRAFT are reinforced fiberglas plastic boats, moulded in one piece, trimmed with mahogany, oak or cypress, made in Jacksonville at the rate of 50 a week.

GATOR BOAT TRAILERS are made by Peterson Bros., who employ 77 full-time employees, account for more than $1,000,000 in annual local purchases, have 1,300 dealers in the U. S. and 11 foreign countries.

U. S. NAVY destroyer in Gibbs Corporation drydock. Navy's vast Jacksonville complex includes $350 million worth of Navy and Naval Air installations, employs 21,000 uniformed and civilian workers.



Workboats, Dreamboats, and Everything In-Between

JACKSONVILLE, important world port served by 51 steamship lines, is a bustling ship-building and repair center. Facilities include the vast Gibbs yards, the drydocks of Merrill Stevens, the yacht-building plant of Huckins, the Diesel workboat shops, and extensive yards where builders of smaller pleasure craft practice their demanding trade.

With an annual payroll in excess of ten million dollars, the ship-building industry is just one of Jacksonville's many facets.

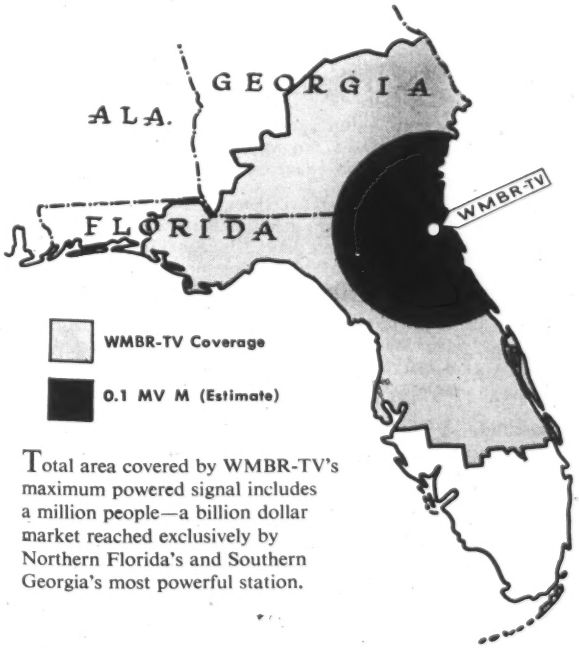
Largest naval stores and lumber market on the Atlantic Coast, financial and insurance center of the Southeast, site of six great Naval installations, Jacksonville is the home of 600 thriving industries.

Approximately 375,000 people live in Jacksonville; 700,000 more are in the surrounding market area. Most of them watch WMBR-TV.

VIEW OF DOWNTOWN JACKSONVILLE across the St. Johns River. Lower right quarter, Gibbs Corporation facilities, including six dry docks, eight piers, six landing ways. Gibbs employs 2,000, performs marine repairs and conversion jobs, makes virtually all kinds of work and pleasure craft on 24-hour-a-day basis.

MERRILL STEVENS DRYDOCK & REPAIR CO. employs 1,200, handles repairs on seagoing ships up to 16,000 tons. Local purchases exceed $1 million. Availability of deep water and sheltered harbor easily reached by land make Jacksonville a major port and repair center; tonnage handled exceeds that of closest rival by 40%.

PLEASURE CRAFT built by Huckins Yacht Corp., builder of custom yachts in the $30,000 to $250,000 category. Huckins employs 130, makes all yacht components except motors and electronic equipment.



Total area covered by WMBR-TV's maximum powered signal includes a million people—a billion dollar market reached exclusively by Northern Florida's and Southern Georgia's most powerful station.

DIESEL SHIPBUILDING CO. builds tugs and dredges, shrimp trawlers and barges. Facilities are on Inland Waterway, which offers 12′ channel along entire Atlantic coast. Diesel also makes wood and steel repairs, and hydraulic pipeline dredges.

WMBR-TV • Jacksonville, Fla.
Channel 4
Operated by *The Washington Post Broadcast Division*
Represented by CBS Television Spot Sales

Paper-Mate Plans Boost In Radio-Tv Advertising

INTENSIFICATION of broadcast media activity in its present multi-million dollar advertising campaign is planned by the Paper Mate Co. for the summer and fall, it was announced Tuesday.

The Gillette Co. subsidiary reported it will spend over $1 million on radio-tv properties alone, with additional participations in the NBC radio-tv *Cavalcade of Sports*, participating sponsorship in Gillette's All-Star baseball game coverage on NBC-TV July 10 and a coast-to-coast "saturation" spot tv drive. Agency is Foote, Cone & Belding.

NETWORK NEW BUSINESS

Procter & Gamble Co. (Tide), Cincinnati, through Benton & Bowles, has signed for two weekday newscasts on CBS Radio effective July 2. P&G will sponsor Douglas Edwards newsbreak of CBS Radio's *Wendy Warren and the News* (Mon.-Fri., noon-12:15 p.m. EDT) and new *Bill Downs and the News* reports from Washington (Mon.-Fri., 2-2:05 p.m. EDT).

Corn Products Sales Co. (Karo corn syrup and Niagara cold water starch), N. Y., has signed for three broadcasts weekly of new *Sunshine Sue* program on CBS Radio (Mon.-Fri., 3:30-3:35 p.m. EDT), starting today (Monday), and for 7½ minutes on Thursday of *Our Gal Sunday* (Mon.-Fri., 12:45-1 p.m. EDT). Agency for Corn Products is C. L. Miller Co., N. Y.

Lehn & Fink Products Corp., through McCann-Erickson, N. Y., has purchased the 4:15-4:30 p.m. EDT segment of *Queen for A Day* for 26 alternate weeks beginning Aug. 7, and 13 alternate weeks of the Tuesday, 12:45-1 p.m. EDT portion of *It Could Be You* starting Oct. 2, both on NBC-TV. Network also has signed **Armour & Co. Poultry Div.,** via N. W. Ayer & Son, N. Y., for 15 participations on *Matinee Theatre* (3-4 p.m. EDT, Mon.-Fri.), starting Sept. 13. **Standard Brands** has renewed Tuesday and Friday, 2:45-3 p.m. EDT portions of *The Tennessee Ernie Ford Show* on NBC-TV (Mon.-Fri., 2:30-3 p.m. EDT) for 52 weeks, beginning Aug. 6. Agency: Ted Bates & Co. N. Y.

AGENCY APPOINTMENTS

Michigan Economic Development Dept., which recently was granted $100,000 by state's legislature for use in attracting new industries, has named MacManus, John & Adams Inc., Bloomfield Hills, Mich., as its agency. Drive will be backed by additional funds given department by private industrialists in state.

B. T. Babbitt Co., N. Y., appoints Dancer-Fitzgerald-Sample, N. Y.—its agency for Bab-O cleanser—for newest product. Tidy Bowl (bowl cleanser).

The Hallicrafters Co., Chicago, to Manchester-Williams-Kreer Inc., Chicago, for all divisions, effective Sept. 1. Walker B. Sheriff Inc., and Burton Browne Co., both Chicago, have been handling Home Radio & Television Div. and Communications Div., respectively.

Neptunalia Seafood Co., Savannah, Ga., names Blaine-Thompson Co., N. Y., for new Gold King products.

S. B. Thomas Inc. (English muffins, other baked goods), appoints MacManus, John & Adams, N. Y., effective Aug. 1.

A&A PEOPLE

Robert B. Smallwood, president, Thomas J. Lipton Inc., N. Y., elected chairman and chief executive, and **Carl I. Wood,** general manager, elected president.

Russell J. Hug, executive vice president, General Baking Co. (Bond bread), N. Y., elected president.

Samuel Cherr, vice president and director of merchandising, Young & Rubicam, N. Y., **A. V. B. Geoghegan,** vice president and co-chairman, plans board, and **George H. Gribbin,** vice president and copy director, all named senior vice presidents.

David C. Loomis, contact executive on American Chicle Co. account, Ted Bates Inc., N. Y., and **Erwin A. Levine,** copy group supervisor, elected vice presidents of agency.

Douglas L. Keys, account executive, Kenyon & Eckhardt, N. Y., elected vice president of agency. **John G. Poulos,** formerly editor of the drug editions, *Chain Store Age,* to K&E as promotion department representative. **Henry J. Wolff,** copywriter, Emil Mogul Co., N. Y., and **Malcolm LaPrade,** copy director, Lynn Baker Inc., N. Y., to K&E as copywriters.

Sven Thornblad, account supervisor and public relations director, and **Dr. C. Dorsey Forrest,** marketing and research director, Hicks & Greist Inc., N. Y., elected vice presidents of agency.

Alden James, advertising vice president, P. Lorillard Co., N. Y., resigned.

Kenneth D. Stewart, account executive, Ruthrauff & Ryan, L. A., to L. A. office of Honig-Cooper, San Francisco, as vice president and S. Calif. branch manager.

Joseph Ungar, Biow Co., N. Y., to Al Paul Lefton, N. Y., as vice president for marketing.

Thomas G. Fielder, sales promotion director, General Electric Co. tv receiver department, Syracuse, N. Y., appointed department advertising and sales promotion manager.

Nort Wyner, formerly account executive, Emil Mogul Co., N. Y., appointed sales and advertising director of Monarch Wine Co., Brooklyn, N. Y

Darwin H. Shopoff, formerly Washington, D. C., agency operator, to Tobias & Co., Charleston, S. C., agency, as advertising director.

John M. Anderson, promotion director, Tea Council of the U. S. A. Inc., N. Y., named to new position of advertising and promotion director.

Max Banzhaf, as director of advertising, promotion and public relations, Armstrong Cork Co., Lancaster, Pa., heads new public relations department created to coordinate firm's informational activities. **A. H. Forster,** assistant director, is department manager. **J. E. Holden** and **C. W. Moodie,** also assistant directors, manage advertising creative department and promotion and staff services department, respectively.

Harry Feuer Jr., marketing director of Chicago Show Printing Co., has taken on additional duties as advertising and marketing director of Mystik Adhesive Products Co. (tape).

Walter M. Reynolds, advertising manager, Western Electric Co., N. Y., succeeds **Paul L. Palmerton** as public relations director and will be in charge of Western Electric advertising, public and customer information and employe information services, effective July 31.

Gordon Price, Kudner Agency, N. Y., to contact department, Warwick & Legler, N. Y., as account executive.

E. M. Sinclair and **Herschell Goodman** to Leo Burnett Co., Chicago, as account executive and copywriter, respectively.

Ed Jackson, former product supervisor, Vick Chemical Co., to Grey Adv., N. Y., as account executive; **Stuart Unger,** from Young & Rubicam to Grey as assistant account executive, and **Carl Fischer,** executive art director, Fairfax Adv., named art director at Grey.

Murray J. Leddy, associate brand promotion manager, Procter & Gamble, Toronto, for the past six years, to D'Arcy Adv., N. Y., as an account executive on Anderson, Clayton & Co. Foods Div.

Roy Curtis, media director, Raymond R. Morgan Co., Hollywood, to Leo Burnett Co. there as media buyer.

Allen Hahn, with The Biow Co., N. Y., for past 11 years, to Joseph Katz Co, as senior copywriter.

Wolf Von Eckhardt, assistant director of publicity and public relations, AFL-CIO Committee on Political Education, to Henry J. Kaufman & Assoc., Washington agency, as assistant director of public relations.

Virginia Cain appointed national advertising director, Soma Adv., Agency, Portland, Ore.

Myron Sanft, creative director, Amos Parrish & Co., N. Y., to McCann-Erickson, N. Y., as associate sales development director.

Joe Seiferth, advertising manager of *Fanfare* magazine, appointed client service director of Burton Browne Adv., Chicago. In 1952 he was vice president of now-defunct Liberty Broadcasting System.

Knowles Pitman, public relations department, Needham, Louis & Brorby Inc., Chicago, to Kraft Foods Co., same city, as assistant public relations manager.

Gregg Hunter, Clifford Gill agency, Beverly Hills, Calif., to creative and account service departments of Milton Weinberg Adv. Co., L. A.

Berkley Forsythe, formerly continuity director for Omaha, Neb., radio and television stations, to radio-tv department of Allen & Reynolds Adv., Omaha.

Norman Byron, 53, art consultant for Doremus & Co., N. Y., and former vice president and senior art director of Benton & Bowles, N. Y., died June 19 of heart attack while rowing boat off Lloyd Neck, N. Y.

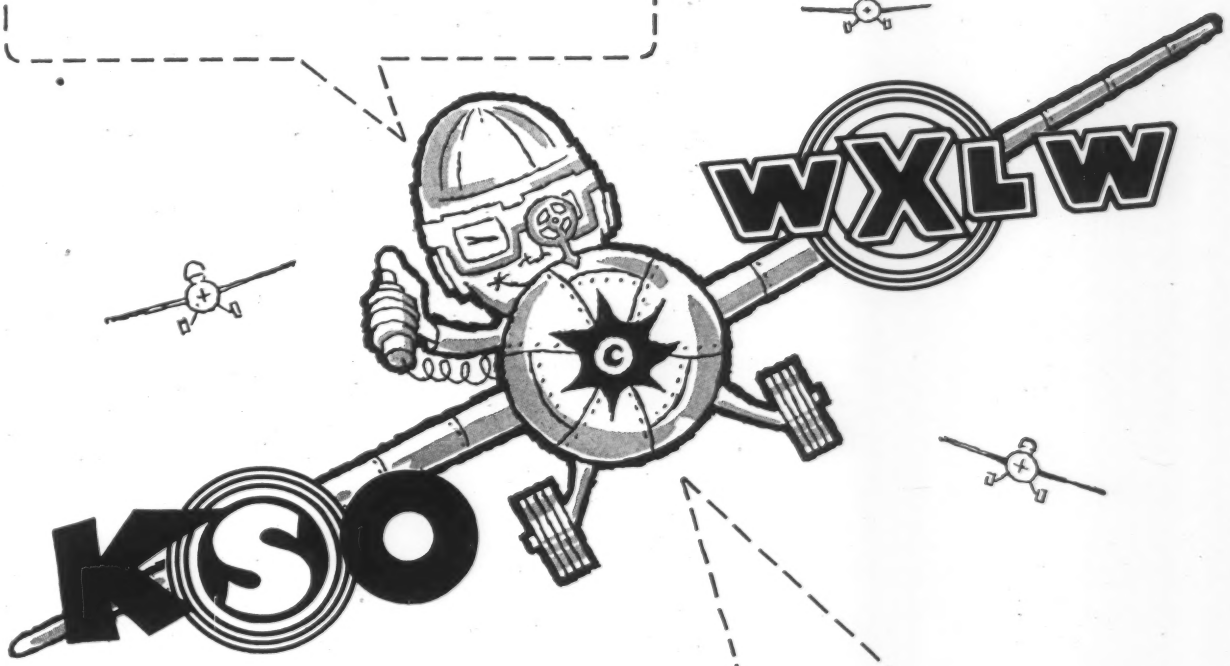
My, How You've Grown!

EMIL MOGUL Co., New York, held a "watch-us-grow" housewarming party last Wednesday to celebrate the opening of its new offices at 625 Madison Ave. Representatives of clients, suppliers and newsmen were taken on guided tours of the 21,000 sq. ft. of offices and special rooms by members of the agency's 136 man staff. The agency was founded in 1940 by Mr. Mogul, currently president and board chairman, with a staff of only four. The first year's billings were about $200,000, according to a company spokesman, who said that this year's gross billings will be between $9-10 million.

"CONTACT"

John E. Pearson Co.

. . . build Your Airpower
in Des Moines and Indianapolis



The Capital Cities' Most Popular Independent Stations

KSO DES MOINES

You're always "on target" using KSO, Iowa's most powerful independent station. Popular programming of music, news and sports continuously, day and night, gets KSO listeners in a buying frame of mind . . . ready for your message.

WXLW INDIANAPOLIS

In the "heart" of a rapidly growing, high income market, WXLW delivers a steady bombardment of sell. Soothed from dawn to dark with music and news—WXLW listeners are financially able buyers who respond with sales.

We feel it's toot

Twenty years ago this month a new shingle was hung out on Chicago's Michigan Avenue. It announced the opening of the George P. Hollingbery Company, a new firm in a new business, a business of "selling" radio time to national advertisers.

During the course of that year—1936—seventeen radio stations placed their faith in this new company. They contracted to let this new company be their exclusive national sales representative.

Geo. P. Hollingbery Co.

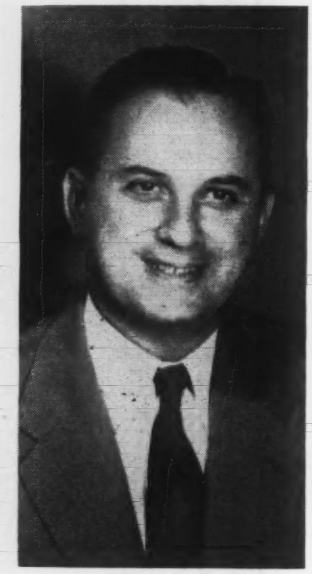
time to our horn!

Fifteen of these same radio stations still form the backbone of the "Hollingbery" list. These plus an impressive list of other radio and television stations still depend on Hollingbery for their national sales.

There's a reason for this fifteen out of seventeen score. "Hollingbery" has served them and served them well. A true testimonial to the ability of "Hollingbery" to produce.

We feel we have a right to "Toot our Horn".

New York · Chicago · Los Angeles · Atlanta · San Francisco
Seattle · Detroit · Minneapolis



A BUYER TELLS RADIO TO GET OUT AND SELL

FRANK APPRAISAL of what radio has to sell—and the way its salesmen are or are not selling it—was offered broadcasters by Arthur Pardoll, director of broadcast media for Foote, Cone & Belding, in an address before the Maryland & District of Columbia Broadcasters Assn. June 15. His basic premise is a welcome one: that the aural medium need make no apologies. His conclusion is not so welcome: that radio is not making the most of its worth. Here's what he advises be done about it:

A DAY rarely passes that I do not sit across a desk from a radio or television time salesman and, on the basis of what he has to say, reach decisions that deeply affect both your business and mine.

Our agency does not happen to share the notion that radio has become obsolete. And, as you know, we're backing our judgment with one of the biggest spot radio campaigns in history—for Pepsodent. The results of that campaign, incidentally, indicate that radio is still one of the most powerful media tools advertising has at its command.

But radio isn't being sold on that basis today.

Over the years, in the course of talking to hundreds of station reps, I've reached two firm—and, I think, fair—conclusions about the way you folks are selling your product:

First, time salesmen—and radio salesmen particularly—don't sell their medium creatively enough.

Second, time salesmen could do a much better selling job—on me, at any rate—if they understood more about how our agency functions. Knowing that, they could then tell me more effectively how your medium can be used to help us reach our marketing objective.

Let's consider those points in reverse order.

You must realize that the advertising business has undergone some drastic facelifting.

First—and perhaps basic—in advertising today is the fact that specialization has assumed greater importance. This isn't strange because the functions of the advertising agency have changed dramatically in recent years.

In the branch of our business that most concerns you—radio and television—we also have noted a gradual growth of specialization. And this, in my opinion, is as it should be because of the importance and complexity of the broadcast medium and because of the quality and nature of the competition.

BROADCAST-ONLY EXECUTIVES

Recognizing this, many agencies have created broadcast account executives whose sole responsibility to the account is for its use of radio and television. Some agencies have copywriters for print media and others who specialize in the broadcast message.

At Foote, Cone & Belding, specialization goes one step further. At the media-buying level there is a clear-cut division of responsibility between radio-television buying and print media.

During the planning stage of an advertising campaign, we coordinate thinking about the use of print and broadcast media, of course. This is the primary function of the group media head who understands the advantages and limitations of both. The marketing objective to be reached, the time in which it must be reached, and the nature of the copy theme all dictate the choice. And that strategy must be mapped beforehand.

Implementing that strategy by the actual purchase of time and space, however, is another matter. It is there that agencies differ. Some combine the responsibility for both kinds in one buyer. Others, like ourselves, favor a clear-cut division of assignments. We have people who do nothing but timebuying and others who are charged only with contracting for print media space.

There are a number of reasons why we make that division, but basically it's because the growth of the broadcast medium has been so phenomenal in recent years that it's virtually impossible for one man to digest all the information he needs to do his job properly.

The timebuyer specialist is a phenomenon I believe you'll find more common in advertising agencies as time goes on. Concentrating solely on broadcasting, he is in the strongest possible position. He can develop valuable contacts. He can devote more time to studying a client's marketing problem and copy theme, hence is in a position to buy more intelligently.

He has, above all, time to listen to your story. It's up to you to use that time wisely.

SELL IN AGENCY TERMS

One of the cardinal rules of effective selling is to talk to your prospect in terms of his own wants.

Fair enough. But what is it the agency timebuyer wants? And how do you go about finding it out?

In the case of Foote, Cone & Belding the pattern is set. With only rare exceptions we closely follow what we call a marketing plan. And because it is fairly unique in the advertising business, I'd like, if I may, to describe it to you.

A marketing plan is simply the documentation of an orderly thought process for arriving at, and detailing, specific marketing recommendations.

To build such a plan—and we like to begin work for every client this way—we systematically go into every available fact about the product and its use; its history and advertising and media strategy; its competitive position; its distribution; its price, and its volume and profit history in relation to its past marketing effort.

This takes a lot of work on the part of ourselves and our clients, but we find it is worth it. It gets us together on fundamentals.

The FC&B timebuyer your salesman calls upon has such a marketing plan for each of the clients he serves. You can make your job more productive and his a lot easier if you will make an effort to discover what the media strategy is for a particular product you're trying to interest in radio time. In most cases the timebuyer will be happy to discuss it with you.

So much for advertising agency philosophy. It's something your people must understand if you are to establish sound advertising agency relationships.

You're more interested, I'm sure, in any suggestions I have to make about the care and feeding of timebuyers. How can you sell radio more effectively?

Let us concede, at the outset, that radio has lost audience since the advent of tv. I don't believe that loss is as great as has been estimated. As we are proving in the current Pepsodent campaign, a mighty radio audience still remains.

But it's an audience that is different. I believe it is more selective with respect to both stations and programs. And it is an audience about which we need to know a great deal more. Today individual listening habits are most important.

I am not convinced that any radio survey in existence today

validly reflects the listening habits of individuals throughout a specific household. There have been great inroads made on the average family's leisure time—magazines, books, television, the do-it-yourself movement—so that radio is no longer a large group activity except during the early morning hours. But we do know from the increase in radio set sales, from the number of radios scattered throughout the average home, that individual members of the household are listening—not all at the same time perhaps—but listening at various times of the broadcast day.

NEEDED: INDUSTRY-WIDE SURVEY

What is needed, ideally, is an industry-sponsored research study that would finally and definitely record what those habits are—which members of the household are listening to the radio at what specific times of day. You could then address yourselves to the important problem of programming to those individual needs and listening habits.

Such a study, I recognize, is unrealistically expensive at the present time. But until such time as a thorough study is made—and so long as your industry must continue to live with present, incomplete research data—it will require especially creative, ingenious selling to put radio across.

A weakness in radio selling today is that it is negative when there was never a greater need for accentuating the positive.

Many salesmen are prone to stress the weaknesses of their competitors, but the old adage about not talking about your competitors unless you can say something good about them still holds true. A timebuyer is much more interested in the media values of what you have to sell.

In this same negative vein, some salesmen sell radio as a secondary medium or a supplementary medium, when they should be selling it as the primary medium it really is.

Today there is also a tendency to overemphasize price reductions in selling radio. Too much attention is paid to special package deals.

However small the cost in gross dollars, any competent timebuyer still wants to know what he's getting when he's offered a radio buy. But the time salesman will inevitably reduce his story to a cost-per-station or cost-per-thousand proposition, and follow this with the question, "How can your client go wrong?"

Offhand, I can think of several ways. Any timebuyer could. For one thing, he could be buying listeners he doesn't want in areas where he has no distribution; he could be buying a teen-age audience when he wants housewives, or vice versa; or he could be scattering his shot over a wide area when what he needs is concentrated sales effort in a few key markets.

Cut-rate prices are now so fairly common that in many cases their value is cancelled out. I know of at least one northeastern city where all three stations feature low prices, although one station has a much higher rating. We bought one of the stations with a lower rating because the salesman was able to show us that neither price nor rating was important in our case; his station had a higher adult audience, and that's what we were after.

But whatever the facts of the marketing picture, a great deal of the predicament the radio industry finds itself in today is due, I believe, to this emphasis on price-cutting. It seems to me to be an indirect admission that your medium has lost considerable value, and I just don't believe that is true.

A bargain is a bargain only so long as it represents a saving on some known value. But a low price constantly offered becomes an indicator of lesser value.

Advertisers—and advertising agencies—are interested in just one thing: securing a channel of communication that provides the greatest amount of exposure for a sales message to the right prospects at the most reasonable cost and under the most favorable conditions.

In this area, radio need take a backseat to no medium. And I'm including the talking box with the big eye.

I have also observed, regretfully, that with few exceptions the radio industry as a whole has made sales presentations only when the news gets around that there is some business in the offing, or when one station takes a piece of business away from another.

Only in recent years has there been any attempt to present the picture of industry trends in the radio field, or the value of the medium. The names of RAB, the Christal Co. and the Blair Co. come to mind as organizations that have been moving along in the right direction. The whole industry would profit if many more would follow that lead.

Other media do that routinely. Over the years I have observed your competitors continually making general presentations. Some clients don't need this frequent reminder of value, but many magazines and newspapers do it just the same. Call it fence-mending, if you will, but it pays off.

There's a corollary advantage to making regular presentations, too. You get to know all the players, even without a scorecard. The advertising business has been expanding rapidly. There is constant turnover in the ranks of timebuyers and, since you must work with these people, it pays to know them well.

It's also worthwhile to keep advertisers, as well as agencies, aware of the continuing value of radio. That way you leave no base uncovered. But there are two ground rules you ought to observe in talking to clients:

1. Tell the agency the same story.
2. Never ask for a client's time unless you have something worthwhile to tell him.

In your day-to-day contacts with agency timebuyers you'll find there are specific pieces of information he likes to have, too, but rarely gets. How successful, for example, has radio been for individual advertisers? I realize that such information is difficult to obtain, particularly when data is withheld for competitive reasons. But continual use of a medium over a period of time is certainly indicative of success. I, for one, would welcome as usable information the fact that a manufacturer with a product similar to mine has been a continuing user of radio for three, four or five years. Where there's smoke, there's got to be a sale.

We would welcome more precise information about the nature of your audience at different times of the year. If I'm selling a sunburn lotion, for example, and your station covers a resort area, I'd like to know what your audience is among vacationers.

I've questioned station reps on problems similar to this and found that in most cases they and their station are unable to give me any answers. So I think you would find it profitable, using the facilities within your means, to develop and merchandise market studies within your broadcast range.

ROOTING FOR RADIO

Most advertising agencies are rooting for you because we firmly believe that radio is still an effective medium. You can reach prospects at a cost any other medium finds hard to match. You've proved that to us in the Pepsodent experience, perhaps our greatest success in radio today. And Pepsodent, incidentally, should be one of your best sales stories.

What it all comes down to is this: The radio broadcasting industry must shrug off whatever vague feeling of inferiority it may have and once again sell itself for the dynamic, hard-punching, creative medium it really is.

That means more than inspirational talks to your sales force. It means:

1. You'll have to pay more attention to programming and the study of audience listening habits and preferences, particularly of individuals.
2. You'll have to emphasize in every sales pitch the value of radio as an economical, effective sales medium.
3. You'll have to keep agency people thinking about radio by more frequent presentations on industry trends in the radio field.
4. And you'll have to develop and keep fresh as much information as possible about the markets you reach.

Your course for the future seems clear. If you'll sell creatively, if you'll learn more about your individual market and, above all, if you'll make an effort to determine our problems and objectives, you'll prosper.

Do that and radio will survive television and color television, too. You'll have no serious problem filling your time. The day might even come when agency timebuyers will have to phone your reps for an appointment. And the way I feel about radio, I'll be among those calling.

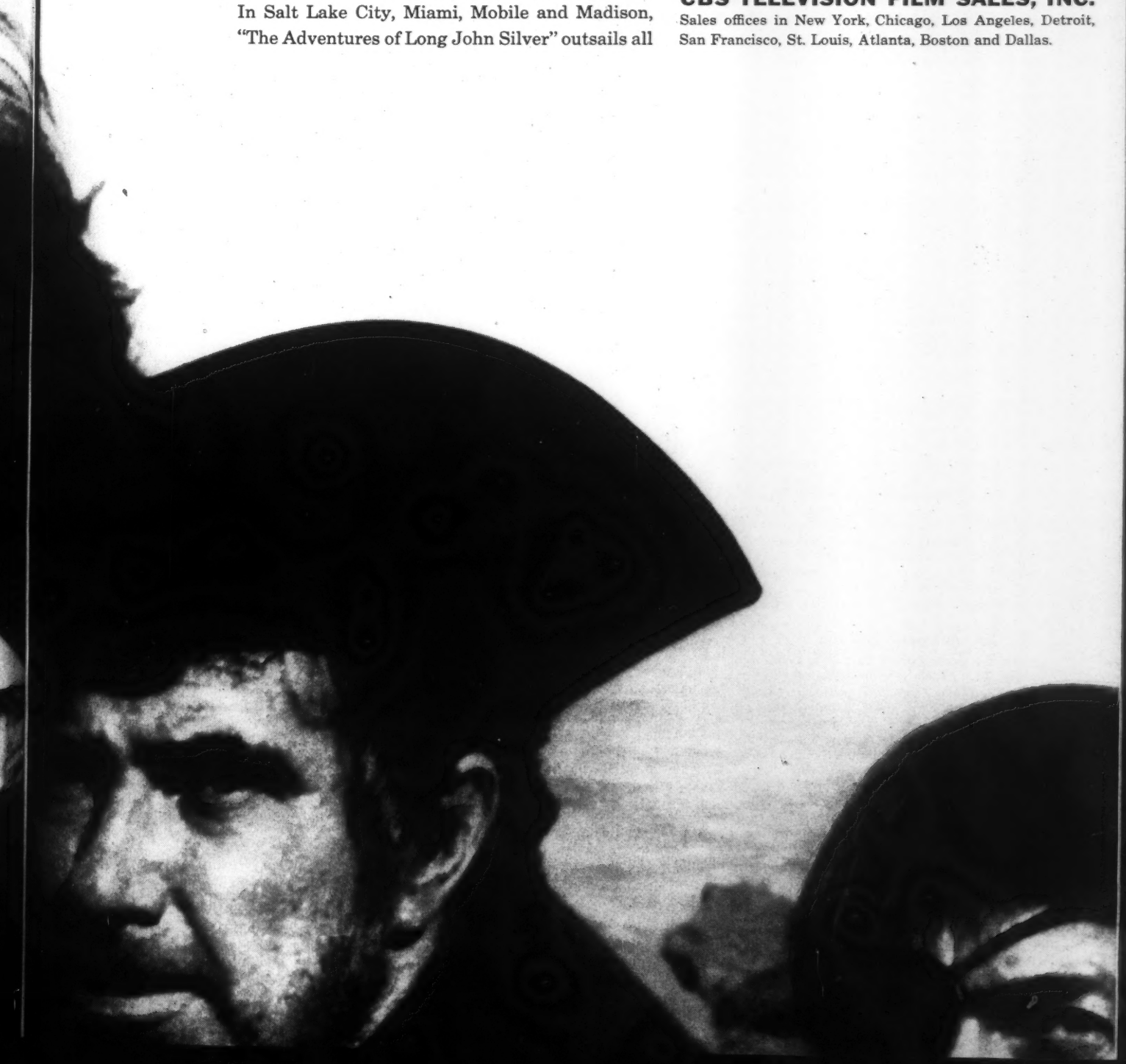
READY FOR ACTION!

The most seaworthy syndicated film series ever to hoist sales—"The Adventures of Long John Silver"—is set to capture top ratings in all markets...dig up gold for local and regional sponsors. Lavishly produced to retain all the zest...romance ...thrills of the original Robert Louis Stevenson story,"The Adventures of Long John Silver" stars Robert Newton—who was "Long John" in Walt Disney's "Treasure Island" and in the CinemaScope production of "Long John Silver"—along with Kit Taylor as courageous young Jim Hawkins. In Salt Lake City, Miami, Mobile and Madison, "The Adventures of Long John Silver" outsails all competition. In Las Vegas, Denver and Jackson, Miss., it reaches twice...and in Rochester, N. Y., three times...the audience of competing shows. No wonder such first-class advertisers as Goodman's Noodles, Safeway Stores, Dean's Milk (6 markets) and Canada Dry are signed up.

To discover buried treasure in your market, just weigh anchor with "The Adventures of Long John Silver." For complete details on one of the fastest-moving films in all television, call or write...

CBS TELEVISION FILM SALES, INC.

Sales offices in New York, Chicago, Los Angeles, Detroit, San Francisco, St. Louis, Atlanta, Boston and Dallas.



THREE-PRONGED INVASION OF TV PLANNED BY LOEW'S

Motion picture firm to release extensive film library to television, purchase stations and set up tv production unit. Paramount remains as lone major studio not letting its feature films go to television.

ENTRY of Loew's Inc. into the tv field on a rapidly expanding scale was disclosed last week.

The motion picture company announced it intends to:

- Release to tv 770 feature films and 900 short subjects produced by its subsidiary, Metro-Goldwyn-Mayer, from 1929 to 1949, through its own distribution company.
- Acquire an interest in television stations.
- Produce programs especially for television.

With Loew's ready to make the M-G-M library available to tv, Paramount Pictures now becomes the only major studio to hold out its feature film product from the medium.

Loew's three-fold plans in television were announced Wednesday at a special meeting of the company's board of directors in New York. It was explained by Charles C. Barry, former NBC vice president who joined Loew's several months ago to study and organize tv policy for the company, that the board of directors' action was "a decision in principle and the details have to be worked out." He added in his explanatory statement that "in effect we are in business tomorrow and we are negotiating on all phases of our tv operations."

MR. BARRY

The Loew's announcement pointed out that for several months many offers have been presented to Arthur M. Loew, company president, including outright sales of negatives as well as proposals to lease the films for long term periods. The board decided, it was said, to "enter the television distribution field on its own so that it could exploit every facet and bring to the company the greatest amount of revenue." M-G-M activities, according to the announcement, will extend to "new productions especially produced for television" for the 1957-58 season and to interest in tv station ownership.

M-G-M Library Features

Among the feature films in the M-G-M library are *The Yearling, Easter Parade, Mrs. Miniver, The Great Ziegfeld, Boys Town, Good Bye Mr. Chips, Wizard of Oz, Mutiny on The Bounty, The Good Earth, David Copperfield* and *A Tale of Two Cities*. It was announced by Loew's that "a selected number of pictures will be available for presentation as spectaculars on the networks." A report circulated last week that CBS-TV was negotiating for the acquisition of *Wizard of Oz* as a network presentation but confirmation was not forthcoming from CBS-TV.

Loew's decision to release the films through its own distribution organization halted negotiations that the company had carried on over the past few months with various tv film distributors. It had been reported that Canadian industrialist Lou Chesler, who bought the Warner Bros. library several months ago for $21 million through one of his companies, PRM Inc., had offered $50 million for M-G-M's library. A second offer reportedly was made by National Telefilm Assoc., New York, calling for $30 million for lease of the films over a 10-year period.

Mr. Barry stressed that Loew's will rent or lease its pictures to tv, and will not sell them outright. He added that *Gone With the Wind* will not be offered to television.

Asked by newsmen if the company planned to acquire the maximum of five vhf stations, Mr. Barry replied that the decision of the board to acquire stations "was announced in principle." He observed, however, that if a major company enters the tv field, it "eventually hopes to have the maximum number of stations a company could have."

Paramount released its short subjects library to television several months ago, selling this output to UM&M Tv Corp., New York. NTA recently acquired this library through purchase outright of UM&M Tv.

Paramount Officers Re-elected

RE-ELECTION of Paramount Pictures Corp.'s officers, all of them board members, was announced June 15. They include Barney Balaban, president; Adolph Zukor, board chairman, and Stanton Griffis, chairman of executive committee. Others re-elected were Y. Frank Freeman, Paul Raibourn and Louis Phillips, vice presidents; James H. Richardson, treasurer; Louis A. Novins, secretary; Russell Holman, Arthur Israel Jr. and Jacob H. Karp, assistant secretaries.

MARKING the first sale of a CBS Film property to an NBC-owned station, WRCV-TV Philadelphia has purchased the *Amos 'n' Andy* series. Completing arrangements are (l to r): seated, Wilbur S. Edwards, sales manager of CBS Tv Film Sales; Lloyd E. Yoder, NBC vice president and WRCV-TV general manager; standing, Stan Lee Broza, director of programming, WRCV-AM-TV; George Cyr, WRCV-TV program director, Ralph Baruch, CBS Film salesman.

Guild Sets $1.9 Million For New Tv Film Series

GUILD FILMS Co., New York, has set a budget of $1,912,000 for the production of 39 half-hours of its new *Captain David Grief* tv film series, it was announced last week by Reub Kaufman, Guild Films president.

The series is based entirely on the works of Jack London. The producer will be Duke Goldstone and the director Stuart Heisler, formerly with Warner Bros. and Paramount Pictures. The main production base for the series, according to Mr. Kaufman, will be Hawaii, although other locales also will be used.

TIME-FILM TRADE SEEN AS NTA PLAN

Film network reported to offer 800 hours of film a year for 1½ hours a week of station time.

NATIONAL Telefilm Assoc., New York, which gave a bare outline of its projected NTA Film Network during testimony before the Senate Commerce Committee in Washington last week (see story, page 27), is reported to be offering tv stations 800 hours of filmed programming in return for one and a half hours of time a week under its network plan.

Though NTA officials declined to amplify remarks about the film network made by President Ely Landau in Washington, it is understood that 47 stations already have been signed to contracts and another 13 are on the verge of signing. Under terms of the contract, the stations can make use of the NTA library for 72 weeks, providing that they do not run more than one episode of each series during a given week.

Reports are that NTA would offer its one and a half hours of time on the lineup of stations to a national advertiser or to a group of advertisers for regional or national spot sponsorship. Though NTA is said to be thinking in terms of obtaining prime time of one and a half hours, the company probably will accept other time periods, if necessary.

The film network, which has been a pet project of Mr. Landau for several years, is expected to go into full operation by October, with a lineup of about 70 stations. NTA has been laying the groundwork for the network for several months, assigning much of the responsibility to Ray Nelson, who joined NTA recently from TvB. It is believed that Mr. Nelson will be promoted to vice president of NTA and assume operational leadership of the project.

NTA is said to be aiming for small as well as large markets and already has signed several large city stations, many of them network affiliates. Full details on the lineup of stations and other pertinent facts are expected to be announced this week by Mr. Landau at a news conference in New York.

In sketching out the planned film network before the Senate group last week, Mr. Landau said affiliates have been signed from "Savannah to Anchorage, from Richmond to Milwaukee and from Bangor to San Diego." Already, he said, NTA is feeding "sorely needed" programming to 16 of its affiliates and stepping up service as fast as it can.

The NTA Film Network, which Mr. Landau said would be the nation's "fourth operating tv network," will operate entirely on film "at the outset," he told senators.

When Sen. John O. Pastore, presiding at the session, asked, "Are you sincere?" Mr. Landau answered in the affirmative.

"Then I congratulate you," said Sen. Pastore.

1.

Throckmorton set out on a wizard safari,
With more bloody kit than his porters could carry.

2.

He was armed for the works, from titmouse to rhino—
How he hoped to get gun and game matched, damifino.

3. For they're still busy sortin' out Mr. Throckmorton,
Who discovered the choice of the RIGHT ONE too thwartin'.

4. MORAL: You're loaded right for the Dayton market, when you take aim with Dayton's biggest caliber station—WHIO-TV.

When You're Hunting Dayton Area Sales

THE SHOW MUST GO ON whio-tv

It's a happy hunting ground, the Dayton area—with 593,200 families in our micro-volt contour glued to 511,310 TV sets (an 86.1% saturation figure!) That's one of the hottest percentages in the nation! Let National Ivory Hunter, G. P. Hollingbery give you the facts and figures on Dayton and the rich Miami Valley—a market dominated* by Dayton's first and favorite station—WHIO-TV.

*A. R. B. report for May—WHIO-TV had 9 OUT OF THE 10 TOP SHOWS!

CHANNEL 7 DAYTON, OHIO

whio-tv CBS

One of America's great area stations

NATL. TV FILM COUNCIL AIRS STATION SENTIMENT

WCBS-TV reaffirms faith in feature film programming. Smaller markets want first-run shows, producer cooperation, adjustable schedules.

REPRESENTATIVES of small, medium and large-market tv stations agreed last week at a meeting of the National Television Film Council in New York that film plays a vital role in station programming and discussed how film can better meet the requirements of their particular markets.

The outlook for film in the small market was outlined by Alfred M. Tauroney, sales manager for WCNY-TV Watertown, N. Y. He acknowledged that both feature and syndicated films have proved popular in the Watertown area, and suggested that top-quality, first-run film be made available in smaller markets at the earliest possible date.

He urged film distributors to improve their working relationships with smaller station management by making certain that film shipments are on time, by sending promotional material well in advance of an on-the-air date of a show, by fixing prices in line with the station's rate card and permitting an advertiser or station to suspend its contract during a period when advertising may be impractical, so that it may be re-slotted later in the year when an appearance may be more helpful.

Stuart T. Martin, general manager of WCAX-TV Burlington, Vt., who discussed the medium-sized station's attitude towards film, reported there was a need in his market for adventure and comedy films, as well as short films of an educational type about "the world around us." He advised distributors that local advertisers in his area require 13-week cycles for sponsorship because of seasonal conditions and suggested that contracts be offered on this basis. He stressed that local advertisers do not have budgets for half-hour shows but could sponsor 15-minute programs of good quality when they are available. Mr. Martin said there was "special need" for "good sport shows" and musical programs of high-calibre production.

Sam Cook Digges, general manager of WCBS-TV New York, reported that his station is "sold on the concept of feature films," pointing out the station currently presents 47 hours weekly plus one-hour across the board of syndicated films in the early morning. Mr. Digges said that WCBS-TV's policy of carrying top-quality feature films apparently has paid off, citing a 75% increase in audience and a 50% rise in sales during a typical week in June as compared with last year. He noted that WCBS-TV has been acquiring feature film products from the major studies—Warner Bros. and Columbia Pictures—and said the station will continue its emphasis on film until audiences indicate they no longer want this type of programming fare.

The session marked the last NTFC meeting until September. Melvin H. Gold, president of Mel Gold Productions, New York, and honorary life president of NTFC, reported the organization's dues will be increased to $25 per year, effective July 1.

C&C Promotion Weeks

C&C TELEVISION Corp., New York, last week disclosed plans to conduct week-long promotions of its RKO package of feature films this fall in Philadelphia and San Francisco, based on the pattern evolved during a similar promotion last month in Salt Lake City. The fall campaign will be on behalf of WFIL-TV and KPIX (TV), which have bought the film package.

In conjunction with KUTV (TV) Salt Lake City, C&C staged a Hollywood-style, week-long promotional effort during the last week of May. The highlight of the campaign was a beauty contest to select "Miss Movietime U. S. A.-Miss Channel 2," named after the title of the RKO package as released by C&C and the channel number of the Salt Lake City outlet. Other facets of the promotion included teaser advertisements in newspapers; a tour of local radio stations by 28 women and men dressed in costumes to simulate characters in the motion picture package; a fashion show; poster campaign, and personal appearances by beauty contestants at retail establishments throughout the city.

RKO Plans Media Promotion Of Feature-Length Movies

PLANS for full scale integrated merchandising of RKO feature pictures through facilities of companion radio-tv properties, including MBS, were related to Hollywood studio officials by Robert A. Schmid, vice president of RKO Teleradio Pictures Inc., and Robert Black, vice president of J. Walter Thompson Co., New York.

Both advertising and tie-up promotion are involved, the studio reported, explaining that advertising will not be restricted to General Teleradio stations or MBS. Mr. Schmid also disclosed results of a confidential depth survey showing basic movie tastes of the public plus response to each medium, including radio-tv.

Fleischer Cartoons on Tv Bring $2.75 Million Suit

A SUIT seeking $2,750,000 in damages was filed last Thursday in New York State Supreme Court by Fleischer Studios Inc. and Max Fleischer, president, against Paramount Pictures Corp., DuMont Broadcasting Corp., UM&M TV Corp. and Flamingo Films, all New York, charging that Mr. Fleischer's cartoon shorts are being shown on tv "unlawfully" and "without proper credit and authority."

Mr. Fleischer asserted that his contracts specified that Paramount was to arrange for distribution and exhibition of his cartoons in motion pictures solely and that the "use of the motion picture cartoons in connection with commercial advertising is wholly unlawful and unauthorized." He contended that his cartoons are being shown on DuMont Broadcasting Corp.'s WABD (TV) New York and elsewhere "in a mutilated, altered and distorted fashion . . . with false and misleading screen credits inserted." Mr. Fleischer claimed that his professional reputation has been damaged by the manner of presentation of the cartoons on tv.

He referred specifically to his "Screen Songs" cartoons in the suit. He charged that UM&M TV and Flamingo Films, both tv film distribution companies, participated "in no way" in the contracts connected with "Screen Songs."

Food Consultants to **NEW YORK STATE'S SECOND LARGEST MARKET**

MEET THE MILLERS...

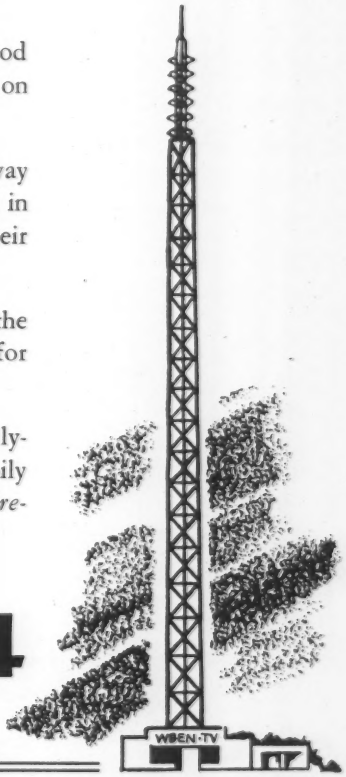
another prestige program on the Prestige Station in Western New York

Since 1948, Bill and Mildred Miller have been the voices of good cuisine and culinary art to the interested Western New York homemakers on their popular "Meet the Millers" show.

Their wide and varied talents which include Bill's years as a top Broadway dancer, Mildred's piano virtuosity, and their combined business acumen in many enterprises, give them an equally wide scope of interests. And it's their interests that have made them a vital factor in captivating audiences.

Consistently the highest-rated food merchandising show in Buffalo, "Meet the Millers" sells everything from copper ware to biscuits with proved results for the advertiser in New York State's second largest market.

The "Meet the Millers" show—as well as the other WBEN-TV locally-produced Prestige Programs—has the appeal and the audience to profitably accommodate all saleable products and services. *Call our national representatives:* Harrington, Righter & Parsons, Inc. for full information.



WBEN-TV BUFFALO • CH. **4**

CBS BASIC

Syndicated Film Era On the Way Out–Roach

ERA of pure syndication in tv film is about over and the day of custom-made film production is arriving, tv producer Hal Roach Jr. told the Hollywood Advertising Club last Monday.

"I think we are outgrowing the area today of pure syndication of new shows," he said. "We have run into problems in the syndication field. It gets right back to money . . . The biggest problem we have had is the difficulty of clearing time in the local market."

Mr. Roach said it is a "hazardous gamble" for the film producer to finance 26 or 39 films and take a long time to sell them when, even if he obtains a sponsor, "it takes six months to a year to clear time in some markets."

Television commercials, however, have not made the progress of the programs themselves in terms of sponsor needs, Mr. Roach said. He acknowledged a few commercials have achieved distinction, but said generally the commercial is still the same as the storyboards of 1950-51. He called for new approaches to effective film commercials in view of the high cost of tv to the sponsor.

"The commercial must sell the product or we are all in trouble," he said.

Mr. Roach said the advertising and tv industry must work to make tv time more effective and more usable, citing the potentials of daytime hours and late evening time. He speculated that sponsors eventually may buy on the basis of audience delivered and with programming on an expanded magazine concept with greater diversification of offering.

National Telefilm Packages Purchased by 24 Tv Stations

TWENTY-FOUR U. S. tv stations figured in a sale of two National Telefilm Assoc. film packages last fortnight. NTA's sales Vice President Harold Goldman reported new station contracts for the "TNT" and "Fabulous Forty" film feature packages.

Signed to receive the "TNT" package which includes 10 top-rated David O. Selznick productions were WHEN-TV Syracuse, WVDO-TV Corpus Christi, WTRI (TV) Troy, N. Y.; KOA-TV Denver, KROD-TV El Paso, KYTV (TV) Springfield, Mo.; WCAU-TV Philadelphia, WCAX-TV Burlington, Vt.; WDSU-TV New Orleans, WAFB-TV Baton Rouge, WKNX-TV Saginaw, KCEN-TV Temple, Tex.; KVOA-TV Tucson; KOMU-TV Columbia, Mo.; KPHO-TV Phoenix, KCSJ-TV Pueblo, Colo.; KOSA-TV Odessa, Tex.; KLRJ-TV Las Vegas, WEAU-TV Eau Claire, and WISC-TV Madison, Wis.

Contracted stations for the "Fabulous Forty" (including J. Arthur Rank films) were KCEN-TV Temple, KVOA-TV Tucson, WJAC-TV Johnstown, Pa., WTVN-TV Columbus, Ohio, KLRJ-TV Las Vegas, KRGV-TV Weslaco, Tex., KVDO-TV Corpus Christi; WTRI (TV) Troy, KROD-TV El Paso, WKNX-TV Saginaw, and WIMA-TV Lima, Ohio.

WAGA-TV Atlanta has purchased official Films' *Star Performance* series, consisting of 153 programs. At the contract signing completing the deal are (l to r) Sam Steele Jr., Official representative; Don Naylor, WAGA-TV program director, and Jeff Davis, Official southern sales manager.

52-Film Fox Library Sold to 11 Stations

FIRST week sales on the library of fifty-two 20th Century-Fox motion pictures released to television through National Telefilm Assoc., New York, have reached the $1 million mark, Harold Goldman, NTA vice president in charges of sales, is announcing today (Monday).

Mr. Goldman reported the sales effort on behalf of the feature films began last Monday and by Friday, 11 stations had been signed, including WATV (TV) New York which paid more than $500,000 for the package. Other stations which bought the library, Mr. Goldman said, are KTVT (TV) Salt Lake City, WCPO-TV Cincinnati, WBRE-TV Wilkes-Barre, KPHO-TV Phoenix, WSB-TV Atlanta, WJAR-TV Providence, WBNS-TV Columbus, KIDO-TV Boise, KVOS-TV Bellingham, Wash., and KTVH-TV Hutchinson, Kan.

In line with its expanded sales effort on behalf of the 20th Century features and other products, Mr. Goldman said, NTA has opened its seventh sales office in Dallas. William Boyce has been placed in charge of this office, located in the Brown & Day Bldg., 3123 McKinney Ave. NTA also maintains offices in New York, Los Angeles, Memphis, Minneapolis, Chicago, Boston and Montreal.

UP Offers Filmed Programs

PLANS were announced last week by United Press Movietone News to produce weekly news and sports package filmed programs for distribution to television stations. The news agency-newsreel combine has been producing daily wire and film reports to tv stations for several years. According to W. R. Higginbotham, UP Movietone manager, present plans call for the production of a 15-minute news show, *The News Report,* and a quarter-hour sports program, *The Sports Report,* both designed for weekend presentation on tv. The new programs, which are expected to be available by the fall, will be distributed by UP.

Storyboard Curtails Service

STORYBOARD Inc., New York, announced last week that it will close its west coast studio July 16 but continue in business at its New York headquarters as a "small, individualized organization" specializing in producing television film commercials. John Hubley, Storyboard president, explained the move by saying that as head of a larger company, he found himself "involved in endless administrative details," but under the new structure he will be able to "function as a creative artist and become directly involved in the concept, design and direction of films . . . and in the preparation and direction of theatrical and industrial projects."

Cole Made Guild V.P. In Charge of Sales

PROMOTION of John J. Cole from western sales manager of Guild Films Co., New York, to vice president in charge of sales was announced last week by Reub Kaufman, Guild Films president. Mr. Cole assumes a post which has been vacant since last January when Erwin Ezzes resigned to join C & C Tv Corp., New York [B•T, Jan. 16].

MR. COLE

Mr. Cole has been with Guild Films since 1955 and earlier had been with KCMO Kansas City and WDTV (TV) Pittsburgh (now KDKA-TV) in various sales capacities. Mr. Cole announced that two new salesmen have joined Guild Film's staff. They are Marvin Grieve, formerly vice president in charge of sales for Television Library Inc., and Gerald Liddiard, previously a sales executive with the Don Lee Network.

FILM PEOPLE

Fred Briskin, production executive, Screen Gems Inc., has joined Irving Briskin Productions Inc., Hollywood, new tv film production company, as vice president. He retains position as vice president in charge of production for Screen Gems.

Robert Drucker, associate producer, Transfilm Inc., N. Y., named head of company's L. A. office.

John W. Wiedmer, account executive with CBS-TV film sales in St. Louis, transferred to N. Y. office of same company in similar capacity, replacing **James M. Orchard,** who is joining sales staff of WABC-TV New York. **George Diederich,** recently a salesman for KRCG-TV Jefferson City, Mo., replaces Mr. Wiedmer in St. Louis.

Elliot Abrams, sales executive, Sterling Television Co., N. Y., father of boy, Lloyd Peter, June 8.

William L. Klein, president of United Film & Recording Studios, Chicago, father of boy, Leopold Robert. Mrs. Klein is former Marilyn L. Friedel, United's national public relations director.

FILM SALES

Procter & Gamble Co., Cincinnati, and **Anderson Clayton Co.** (cotton textiles), have signed to co-sponsor re-runs of five Ziv Television Programs' series on XEW-TV Mexico City during daytime hours. Programs, dubbed in Spanish, are: *Favorite Story, Boston Blackie, The Unexpected, Yesterday's Newsreel* and *I Led Three Lives.*

General Electric Co., through Young & Rubicam, has bought 13 films from ABC Film Syndications' *Schlitz Playhouse of Stars* (retitled *Herald Playhouse)* for use during summer on *The Turning Point* program carried on 104 stations.

Brent Gunts Productions, Baltimore, reports sales of *Shadow Stumpers,* silhouette tv quiz game to KVOS (TV) Bellingham, Wash.; KSAN-TV San Francisco; WWTV (TV) Cadil-

THE NATION'S VOICE . . .

. . . is a selling strategy which concentrates your advertising on a relatively small number of great radio stations in the important centers of population. While there are 2,833 radio stations operating today, only 48 selected stations are needed to bring 85% of all America's millions within reach of your message.

A complete demonstration of this new strategy, in brief presentation form, is available now. Call the Christal office near you.

WBAL	Baltimore (NBC)	*The Hearst Corp.*
WBEN	Buffalo (CBS)	*Buffalo Evening News*
WGAR	Cleveland (CBS)	*Peoples Broadcasting Corp.*
WJR	Detroit (CBS)	*The Goodwill Station, Inc.*
WTIC	Hartford (NBC)	*Travelers Broadcasting Service Corp.*
WDAF	Kansas City (NBC)	*Kansas City Star*

Measure of a Great Radio Station

KFI	Los Angeles (NBC)	*Earle C. Anthony Inc.*
WHAS	Louisville (CBS)	*Louisville Courier-Journal & Times*
WTMJ	Milwaukee (NBC)	*Milwaukee Journal*
WGY	Schenectady (NBC)	*General Electric Company*
WSYR	Syracuse (NBC)	*Herald-Journal & Post-Standard*
WTAG	Worcester (CBS)	*Worcester Telegram-Gazette*

THE HENRY I. CHRISTAL CO., INC.

NEW YORK — BOSTON — CHICAGO — DETROIT — SAN FRANCISCO

Representing Radio Stations Only

lac, Mich.; WORA (TV) Mayaguez, P. R., and WUSN (TV) Charleston, S. C.

INS, N. Y., announces sale of INS-Telenews *Daily Newsreel* to TKG-TV Guatemala, S. A., and KUAM-TV Guam. Also sold: *Weekly News Review* to KUAM-TV Guam, KDKA-TV Pittsburgh and KAVE-TV Carlsbad, N. M.; *This Week In Sports* (INS-Sportsreel) to KUAM-TV and KAVE-TV Carlsbad.

FILM DISTRIBUTION

Sterling Television Co., N. Y., reports it has acquired distribution rights to 39 quarter-hours of *Greatest Fights of the Century* and 15 quarter hours of *World's Greatest Fighters in Action* tv film series.

Shell Oil Co., N. Y., offering stations series of five-minute tv films featuring firm's travel authority, Carol Lane, with tips on traveling by auto, including packing of clothes and care of children in car.

FILM RANDOM SHOTS

International Film Producers Representatives, N. Y., has been established by J. Marcell Wolff, film producer and distributor, who says new company will represent foreign tv film producers in U. S. and Canada. Offices are at 220 W. 42nd St., N. Y. 36. Telephone is Wisconsin 7-9130.

MPO Productions Inc., producer of tv film commercials and industrial films, has retained Zachary & Liss, N. Y., as public relations counsel.

FILM PRODUCTION

Pelham Corp., L. A., has acquired tv rights from author Matt Taylor for series based on "Dan McGarry and His Mouse Kitty" short stories published in *This Week* magazine. Deal involves 54 stories.

Tv Cartoon Productions, S. F., has concluded exclusive agreement with Marty Links, creator of "Bobby Sox" cartoon strip for use of stories and characters for animated tv commercials.

Don Fedderson Productions, L. A., has signed contract with Bob Clampett for production of new national tv series tentatively titled *Binky*. Fedderson firm has moved to studio at 721 Bronson.

George Reeves, tv-motion picture personality, in association with **Arthur** and **Len Weissman,** producing tv commercials under banner of Candid Reporter Productions. Format casts Mr. Reeves as reporter who takes viewer to homes of celebrities who use commercial product in question.

CBS-TV has signed with TCF Productions, L. A., subsidiary of 20th Century-Fox Corp., to use latter's Hollywood facilities in filming 26 new *You Are There* episodes this summer. Release of first new film is set for Sept. 2.

Harry Alan Towers and **Peter Rathvon** announce production of "Bridey Murphy-type film series" scheduled to get underway in London late this month. Episodes will star U. S. actor Paul Douglas and will be based on official files of London Society of Psychical Research, founded in 1882.

Screen Gems Inc., N. Y., has announced that half-hour *Captain Charlie's Showboat* will be first tv film series to be produced by Irving Briskin Productions for Screen Gems.

TV FILM PRODUCERS, DISTRIBUTORS ADMITTED TO NARTB TV CODE GROUP

Action taken at Washington meeting of television board last week. In another action, rules were revised pertaining to back-to-back announcements sandwiched around station IDs.

TV FILM producers and distributors will be brought into the NARTB Tv Code structure as a result of action taken Wednesday by the NARTB Tv Board, meeting in Washington. The tv directors gave final approval to a code amendment first proposed last autumn.

Campbell Arnoux, WTAR-TV Norfolk, Va., vice chairman, was elected TV Board chairman, Kenneth L. Carter, WAAM (TV) Baltimore, was elected vice chairman.

In endorsing action by the NARTB Tv Code Review Board, the directors acted unanimously. The code now specifies that producers or distributors of recorded tv programs may become affiliate subscribers and display a special seal. This seal attests that the recorded production was made in conformity with code standards.

Punitive provisions of the code are applicable to affiliate subscribers and the code board may revoke or suspend an affiliate subscription if it is felt a program contains willful or gross code violations.

G. Richard Shafto, WIS-TV Columbia, S. C., code board chairman, said the board will soon get in touch with producers about affiliation. Many of them were contacted during discussion of the project.

In another code action, directors approved a

MR. ARNOUX MR. CARTER

revision of Paragraph No. 6, Time Standards for Advertising Copy to conform to industry practice of carrying two back-to-back announcements plus a 10-second station indentification. More than two announcements plus identification is not acceptable. Also, the code now provides that announcements scheduled between programs shall not interrupt a preceding or following program.

The special table covering advertising time limits in news programs was deleted from the code section covering Time Standards for Advertising Copy. The same time limits applying to all types of programs also apply to newscasts.

Mr. Carter reported as co-chairman of a board membership committee that the association now has 308 tv stations and three networks on the rolls following a membership drive.

President Harold E. Fellows submitted a report on progress of the Audit Television Circulation Committee's projected nationwide set count and circulation figures.

NARTB management is continuing its effort to establish property rights in tv broadcasts, Thad H. Brown Jr., tv vice president, reported. The rights involve use of broadcasts by community antenna systems. The tv board, in another action, authorized President Fellows to name a music license study committee.

A slogan was adopted for use during National Television Week Sept. 23-29. It includes a logo showing a tv set and camera. The slogan reads, "National Television Week—Featuring the Finest Home Entertainment in Sight." Kits will be supplied all stations for promotional use. Radio-Electronics-Tv Mfrs. Assn., Tv Bureau of Advertising and National Appliance, Radio & Tv Dealers Assn. are cooperating in the week.

Text of the code amendment to the rules and regulations on affiliate subscribers follows:

"Sec. 1. ELIGIBILTY—Any individual, firm or corporation, which is engaged in the production or distribution, lease, or sale of recorded programs for television presentation, subject to the approval of the Television Code Review Board as hereinafter provided, shall be eligible to become an affiliate subscriber to the Television Code of the NARTB.

"Sec. 2. CERTIFICATION OF SUBSCRIPTION—Upon becoming an affiliate subscriber to the Code, subject to the approval of the Television Code Review Board, there shall be granted forthwith to each such affiliate subscriber authority to use a copyrighted and registered seal and declaration, in a manner approved by the Television Code Review Board, identifying the individual firm or corporation as an affiliate subscriber to the Television Code of the NARTB. Such authority shall not constitute formal clearance or approval by the Tv Code Review Board of specific film programs or other recorded material.

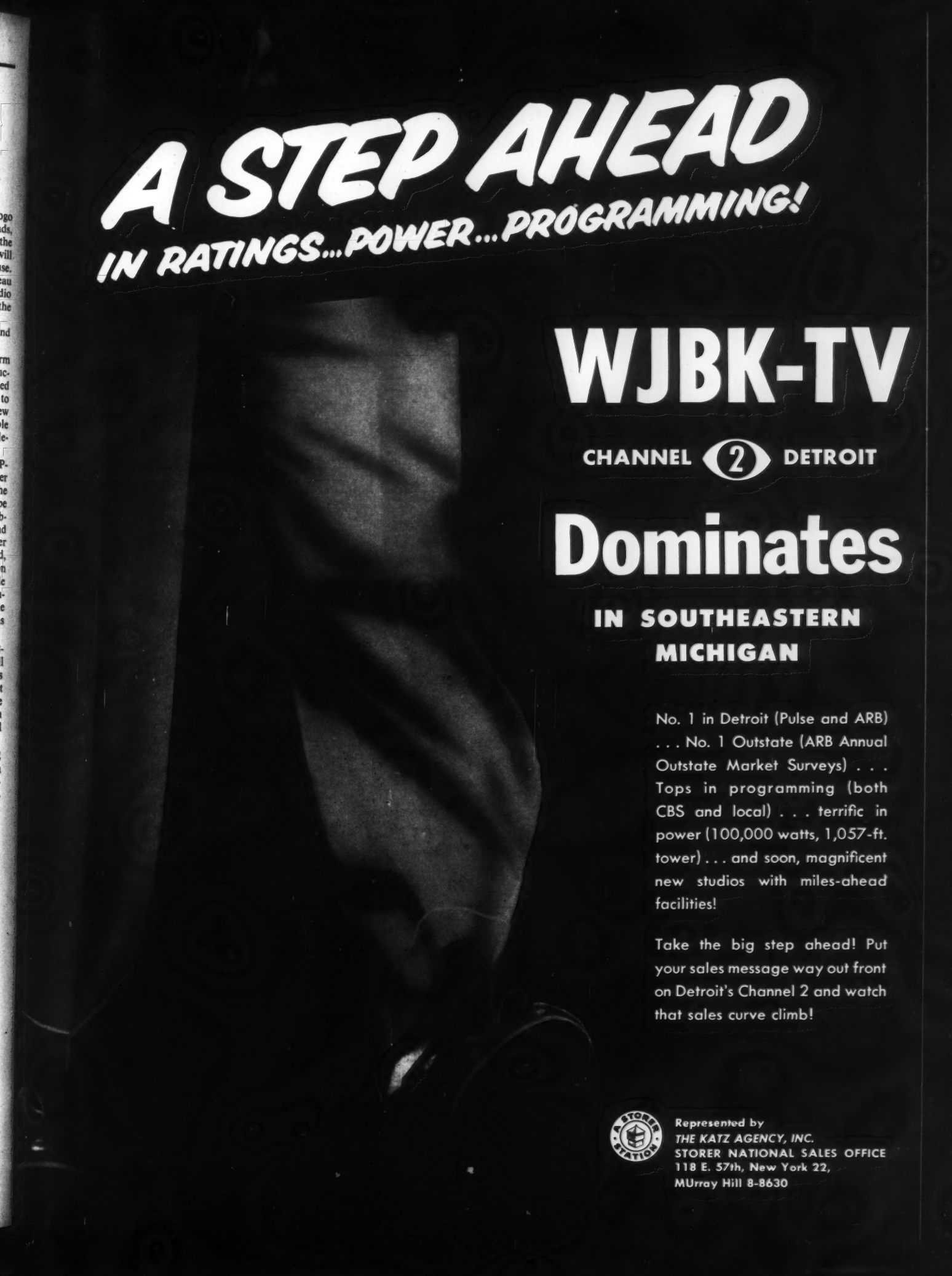
"Sec. 3. DURATION OF AFFILIATE SUBSCRIPTION—The affiliate subscription shall continue in full force and effect until 30 days after the first of the month following receipt of a written notice of resignation. The affiliate subscription to the Code shall be effective from the date of application subject to the approval of the Television Code Review Board.

"Sec. 4. SUSPENSION OF AFFILIATE SUBSCRIPTION — Any affiliate subscription and the authority to utilize and show the above-noted seal may be voided, revoked, or temporarily suspended for the sale or distribution for television presentation of any film or other recorded material which by theme, treatment, or incident, in the judgment of the Television Code Review Board, constitutes a continuing, willful or gross violation of any of the provisions of the Television Code, by a vote of three members of the Television Code Review Board at any regular or special meeting. The conditions and procedures applicable to subscribers shall not apply to affiliate subscribers.

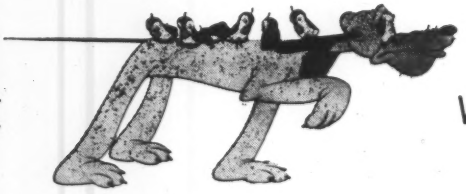
"Sec. 5. REPRESENTATION OF AFFILIATE SUBSCRIBERS—Any affiliate subscriber or group of affiliate subscribers may authorize an individual or association to act for them in connection with their relations with the Television Code Review Board by filing a written notice of such representation with the Board. Such representation, however, in no way will limit the right of the Television Code Review Board to suspend individual affiliate subscribers in accordance with the provisions of Section 4."

Other code amendments follow:

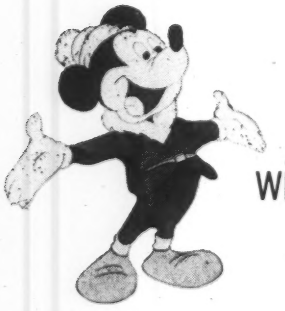
Par. 6, on Time Standards for Advertising Copy, has been deleted, with this new language substituted: "More than two back-to-back announcements plus the conventional sponsored 10-second station ID are not acceptable between programs or within the framework of a single


A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!
WJBK-TV
CHANNEL 2 DETROIT
Dominates
IN SOUTHEASTERN MICHIGAN
No. 1 in Detroit (Pulse and ARB) . . . No. 1 Outstate (ARB Annual Outstate Market Surveys) . . . Tops in programming (both CBS and local) . . . terrific in power (100,000 watts, 1,057-ft. tower) . . . and soon, magnificent new studios with miles-ahead facilities!
Take the big step ahead! Put your sales message way out front on Detroit's Channel 2 and watch that sales curve climb!
A STORER STATION
Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
MUrray Hill 8-8630

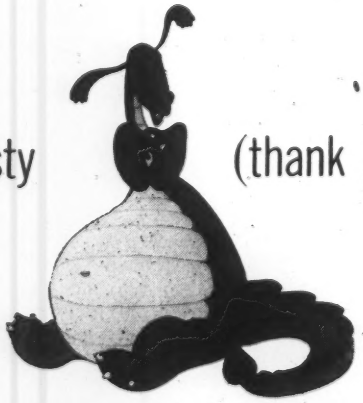
We were tempted to shout: **Mattel, Inc**

–to point  with pride: **Mickey Mo**

–to dramatically reveal:

–to announce  with pleasure: **Mickey Mouse**

–to excitedly blurt:

But modesty  (thank goodness) prevailed. All we'll sa

© Walt Disney Productions
*Burp is a trademark of Mattel, Inc.

Inc., Burp* Gun scores bull's-eye on Mickey Mouse Club!

Mouse Club proves biggest gun in Mattel, Inc., arsenal!

Mattel, Inc., hits its target with Mickey Mouse Club!

Club moves 900,000 to shell out for Mattel, Inc., toy!

Mattel, Inc., finds Mickey Mouse Club hot as a pistol!

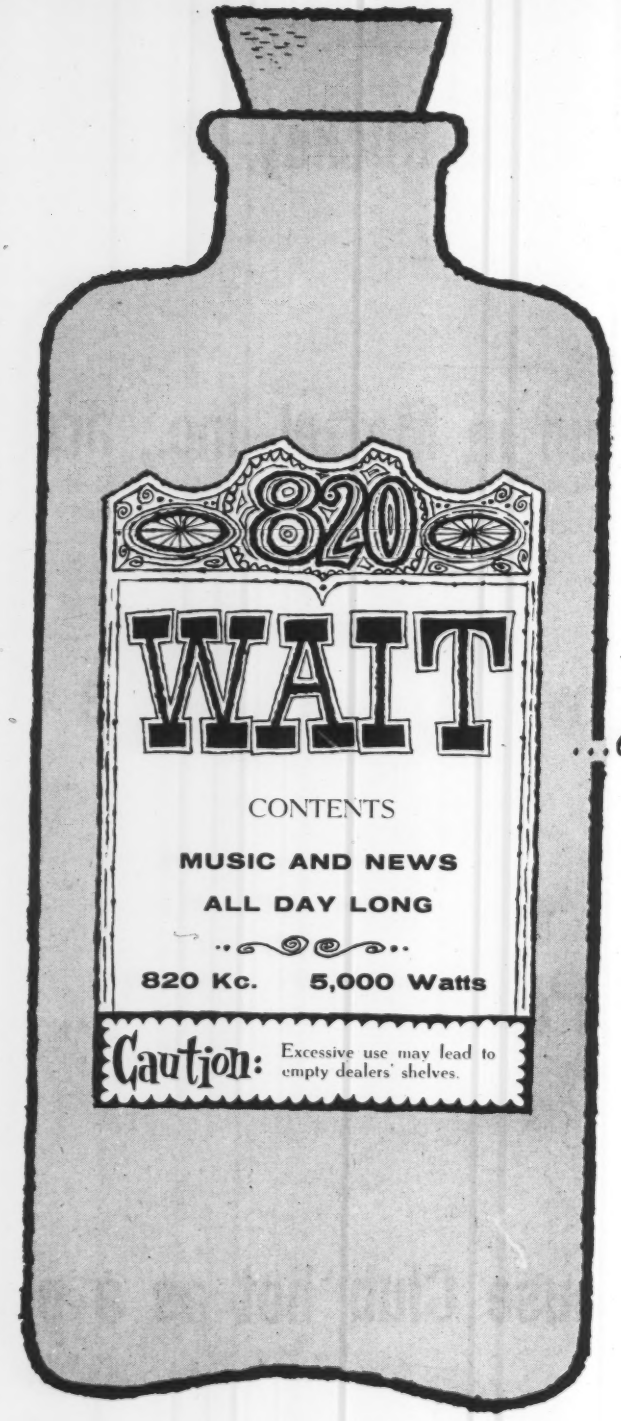
say is this:

Mattel, Inc., introduced its toy Burp Gun in March '55 . . . and it sold steadily. Then, in October, Mattel put the toy on ABC-TV's Mickey Mouse Club.

By November 1, normally the last minute for Christmas reordering, the Burp Gun had been shown on the Club *just four times*. At the end of November, retailer reorders were *still* swamping Mattel. By December 15, Mattel had sold almost a million Burp Guns—just about a cool 4 million dollars' worth!

Mattel's product and timing were right. So was its choice of the Mickey Mouse Club . . . the program that reaches more homes and viewers than any other *daytime* program, more kids than *any* program (except Disneyland), more adults than all but 8 of the 25 top *adult* daytime programs. And it reaches them at a cost per thousand of 68 cents per commercial minute – less than any other show, day *or* night. As Mattel, Inc., will tell you, this show is a buy!

ABC TELEVISION NETWORK



SALES ELIXIR FOR CHICAGO

...and see your

HEADLEY REED*

representative

You'll find that the Chicago radio picture is changing . . . and your nearest Headley-Reed office has the facts.

*New, national representatives for WAIT

OFFICES:

NEW YORK CHICAGO PHILADELPHIA ATLANTA LOS ANGELES SAN FRANCISCO SEATTLE

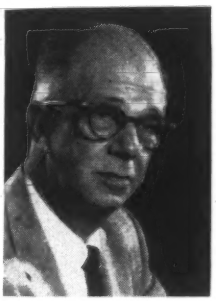
program. Announcements scheduled between programs shall not interrupt a preceding or following program."

In Time Standards for Advertising Copy (page 7), delete second column of time limits table, titled News Program, Day and Night. Rest of table is retained.

Besides Messrs, Arnoux and Carter, members of the tv board at the meeting were Joseph E. Baudino, Westinghouse Broadcasting Co.; William Fay, WHAM-TV Rochester; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; C. Howard Lane, KOIN-TV Hartford, Ore.; Ward L. Quaal, WLWT (TV) Cincinnati; W. D. Rogers, KDUB-TV Lubbock, Tex.; James D. Russell, KKTV (TV) Colorado Springs, Colo., and Harold P. See, KRON-TV San Francisco. Network representatives are Ernest Lee Jahncke, ABC-TV; Merle S. Jones, CBS-TV, and Frank M. Russell, NBC-TV.

Hoffman Named President Of Colorado Broadcasters

PHIL HOFFMAN, KLZ-AM-TV Denver, was elected president of Colorado Broadcasters & Telecasters Assn. at its meeting held June 14 at Estes Park. He succeeds Elwood Meyer, KYOU Greeley. Other new officers: Jerry Fitch, KGLN Glenwood Springs, vice president; Harry Hoth, KRDO-AM-TV Colorado Springs, secretary - treasurer; Ellsworth Stepp, U. of Colorado, reappointed executive secretary.



MR. HOFFMAN

New directors elected to the board were Robert Dolph, KFTM Fort Morgan; Ray Beckner, KRLN Canon City, and Mr. Hoth.

Robert W. Dillon, KRNT-AM-TV Des Moines, keynote speaker, urged broadcasters to build a proportionately greater audience. Richard Schmidt, counsel for Denver area stations in the Canon 35 hearings, discussed freedom of access.

N. C. Broadcasters to Meet

SUMMER MEETING of the North Carolina Assn. of Broadcasters will be held June 28-29 at the Carolinian Hotel, Nags Head. Speakers include Cliff Marshall, Blackburn & Hamilton, on station appraisals; Richard P. Doherty, consultant, on "How Good Is Radio?"; Dean D. W. Colvard, N. C. State College; Thompson Greenwood, secretary of North Carolina Merchants Assn.; Col. T. G. Kershaw, USAF, 464th Troop Carrier Wing; John Poor, MBS president, and Tony Vaccaro, Associated Press.

Tv Operation Talks Planned

VIEWS on tv film programming, commercials, handling and future of film will be discussed by representatives of small, medium and large tv stations at the monthly luncheon meeting of the National Television Council in New York Thursday. Speakers will include Alfred Tauroney, sales manager, WCNY-TV Watertown, N. Y.; Stuart Martin, general manager, WCAX-TV Burlington, Vt., and Sam Digges, general manager, WCBS-TV New York.

RADIO BOARD HEARS RECOMMENDATION FOR CONTINUOUS AUDIENCE RESEARCH

Durgin committee wants broadcasters to undertake county-by-county audience study which would include out-of-home listening. Proposed visual and audio symbols to identify subscribers discussed.

RADIO broadcasters should undertake a continuing county-by-county audience circulation study of in-home and out-of-home listening, the NARTB Radio Board was told Thursday in a series of recommendations submitted by a special radio research committee headed by Don Durgin, ABC-Radio, committee member and the network's board member.

John M. Outler, WSB Atlanta, was elected chairman of the radio board and Herbert L. Krueger, WTAG Worcester, Mass., was elected vice chairman.

A continuing radio circulation project, Mr. Durgin reported, should include auto listening. He said the committee envisions a continuing audience circulation study that would become an all-industry standard.

Method studies conducted by NARTB's Tv Circulation Committee are equally involved in radio, the committee felt, recommending a study of tv research to date (see tv board story). A continuing tv circulation project is being worked out by NARTB on a long-range basis, with two years of methodology studies conducted under association auspices.

Mr. Durgin reported the committee did not contemplate entering the realm of set circulation information or individual program ratings. As to set data, it was recommended that figures already released by the industry be accepted. The present radio research group of eight should be enlarged, with wide representation, the committee urged. It also advocated formation of a research subcommittee to suggest methodology techniques.

Identifying Symbols

Proposed symbols for use by radio stations to identify them as subscribers to the radio Standards of Practice will be ready in a month, Walter E. Wagstaff, KIDO Boise, Idaho, reported as chairman of a committee working on ways to promote effectiveness of the standards. Two visual symbols were submitted for study, and audio identification is sought. Edward A. Wheeler, WEAW-FM Evanston, Ill., suggested an industry contest, with a prize offered for the best audio symbol.

The radio board unanimously adopted a resolution urging favorable action by the FCC on a petition filed last February by the association, asking extension of remote control to directional and high-power stations.

John F. Meagher, NARTB radio vice president, reported 71 stations, Alabama Broadcasters Assn. and three engineering consultants have filed FCC petitions supporting the NARTB request. Fifteen individudals and one consultant have filed opposition, he said, with most of the individuals contending the proposed action would lead to unemployment. Mr. Meagher urged all stations favoring NARTB's petition to file before FCC's July 2 deadline. He added that a vast majority of state associations have endorsed the proposal.

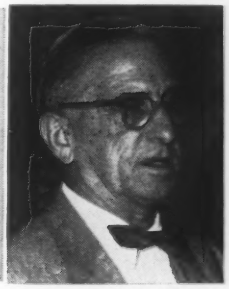
The board unanimously approved continued sponsorship of a separate National Radio Week in conjunction with other industry associations. The week of May 5-11, just prior to Mother's Day, was favored for the 1956 observance. Mr. Meagher said the separate Radio Week was "eminently worthwhile," with some 200 national organizations joining in the event plus President Eisenhower and other federal and state officials. Mr. Meagher lauded radio networks for their efforts, along with Radio-Electronics-Tv Mfrs. Assn., Radio Advertising Bureau and National Appliance, Radio & Tv Dealers Assn.

Mr. Wheeler reported several favorable fm developments, including availability of am-fm car radios and portables. He said 336 fm stations are NARTB members, an increase of 12 in six months. J. Frank Jarman, WDNC Durham, N. C., co-chairman of the membership committee, reported a net gain of 72 radio stations in the recent membership drive, bringing the total to 1,333 am, four networks and the 336 fm stations.

All radio board members attended except David Wilson, KPLC Lake Charles, La., who is recovering from an illness, and John B. Poor, MBS president.

Those present, besides Messrs. Outler, Krueger, Wagstaff, Wheeler, Durgin and Jarman, were Robert B. Hanna, WGY Schenectady, N. Y.; George H. Clinton, WPAR Parkersburg, W. Va.; James H. Moore, WSLS Roanoke, Va.; Owen F. Uridge, WQAM Miami; Robert T. Mason, WMRN Marion, Ohio; Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLPO LaSalle, Ill.; Ben Sanders, KICD Spencer, Iowa; F. E. Fitzsimonds, KFYR Bismarck, N. D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; William D. Pabst, KFRC San Francisco; R. O. Reynolds, KMPC Los Angeles; Richard M. Brown, KPOJ Portland, Ore.; John F. Patt, WJR Detroit; Cecil B. Hoskins, WWNC Asheville, N. C.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; William C. Grove, KFBC Cheyenne, Wyo.; Merrill Lindsay, WSOY-FM Decatur, Ill.; Arthur Hull Hayes, CBS Radio, and Charles R. Denny, NBC Radio.

MR. KRUEGER



MR. OUTLER

323 Agencies Belong to AAAA

MEMBERSHIP of the American Assn. of Advertising Agencies totals 323 agencies which operate 613 offices in 94 U. S. and 39 foreign cities, according to the AAAA's 1956 edition of its "Roster and Organization," released last week. The figures are as of May 31. They represent gains of 11 member agencies, 41 offices, six U. S. and 10 foreign cities over the totals for a year ago. The roster shows 255 persons from member agencies in 33 cities are serving on AAAA national committees; 187 are on the AAAA board, advisory council or boards of governors of the four sectional regions and 19 local councils, while 96 represent AAAA in jointly sponsored enterprises, related organizations and joint committees, or on government advisory groups.

ENGINEERING STUDY NO. 1 AMST PROJECT

A. D. Ring & Assoc. engaged to assist engineering committee in study of tv coverage to be started immediately.

PLANS for a nationwide engineering study of tv coverage, to be started immediately as the first major project of the Assn. of Maximum Coverage Telecasters, were announced Thursday by Jack Harris, KPRC-TV Houston, temporary chairman of the new group, following the first meeting of the AMST executive committee in Washington.

To assist the AMST engineering committee in planning the project and to carry out its performance, the group has retained the Washington engineering firm of A. D. Ring & Assoc., Mr. Harris said, with Howard T. Head, partner of the Ring organization, assigned to AMST. The executive committee approved an initial expenditure for the study "in the neighborhood of $50,000," Mr. Harris reported.

Another immediate AMST activity will be a membership drive, with membership applications to go out within the next few days from Harold Gross, WJIM Lansing, Mich., membership chairman as well as secretary-treasurer, to all eligible stations. These include "any tv station, in the country—uhf or vhf—rendering maximum service by operating at the maximum effective radiated power permitted for such station by the rules and regulations of the FCC," according to standards for eligibility drafted at the first AMST meeting, held June 1 in New Orleans [B•T, June 4]. The association also requires that "each member must operate in the best interest of the people (urban and rural) in its total service area."

Television station operators joining the new organization will be expected to endorse the objectives set for AMST by the representatives of more than 90 tv stations present at the New Orleans meeting: "to assist the appropriate government authorities and the industry in assuring the maximum television service for the people of the United States, and to follow the intent of Congress in the Communications Act of 1934 as amended." Members also will be expected to pay dues equal to the highest quarter-hour rate of each station, payable twice a year, plus such assessments as may be required to carry on special AMST projects like the engineering study.

Plan Approved

This will be a four-fold project, according to preliminary plans drafted by the group's engineering committee at a Wednesday meeting and approved by the full executive committee, comprising the officers and directors elected at New Orleans to serve until a permanent organization is effected. The proposed engineering study will encompass: (1) the collection of field intensity data for propagation purposes; (2) a study of the relationship of picture quality to field strength; (3) a review of transmitting performance, and (4) a study of receiving equipment performance. Each phase of the project will cover both uhf and vhf.

Planned as an initial step in the engineering project are meetings with staff people of interested governmental agencies, so that the new information about tv coverage collected by AMST may be of maximum use to the government as well as to the broadcasters and tv receiver manufacturers.

The AMST engineering committee, whose report was "enthusiastically received," Mr. Harris stated, includes: John H. DeWitt, WSM-TV Nashville, chairman; Thomas Howard, Jefferson Standard Broadcasting Co., Charlotte, N. C., P. A. (Buddy) Sugg, WKY-TV Oklahoma City; George Storer Jr., Storer Broadcasting Co.; Harold See, KRON-TV San Francisco, and W. C. Wearn, WFBC-TV Greenville, S. C.

To assist AMST with the legal details involved in establishing a permanent formal organization, the executive committee authorized its legal committee to secure the services of White & Case, New York law firm. Appointment of Washington legal counsel, to serve AMST on a continuing basis, was postponed for the present.

Robert D. Swezey, WDSU-TV New Orleans, is chairman of the AMST legal committee. Other members are: Harold Stuart, KVOO-TV Tulsa, George W. Norton Jr., WAVE-TV Louisville, and Mr. DeWitt, who was added to the legal committee to help coordinate its activities with those of the engineering committee.

Plans for the establishment of a Washington headquarters office for AMST and for retaining public relations counsel also were held in abeyance, pending completion of the formal organization. These may be determined at the next meeting of the executive committee, date for which has not been set but which is expected to be held in Washington within the next few weeks.

The executive committee, in addition to Chairman Harris, comprises Charles Crutchfield, WBTV (TV) Charlotte, N. C., vice chairman; Mr. DeWitt; Mr. Gross; Harold Hough, WBAP-TV Fort Worth; Howard Lane, KOIN-TV Portland, Ore., and Mr. Sugg.

Beryl Denzer of CBS News Elected Head of D. C. AWRT

BERYL DENZER, associate producer, *Face the Nation* and other CBS News programs, was elected president of the Washington chapter of American Women in Radio & Television at the group's final meeting of the season Thursday. She succeeeds Esther Van Wagoner Tufty, NBC-TV commentator and head of Tufty News Bureau.

Also elected: Vicki Kissal, executive assistant to general manager, WMAL-AM-FM-TV Washington, vice president; Mary Lois Dramm, traffic supervisor, WRC-AM-FM-TV Washington, corresponding secretary; Grace Nupp, timebuyer, Murdock Adv., treasurer, and Eleanor Lanigan, assistant to NARTB Tv Code affairs director, recording secretary.

Board members are Mrs. Tufty, Florence Lowe of *Variety* and *Tv Guide*, Marian Park Davis of Carl Byoir Assoc. and Sally Ball Kean, NARTB publications editor.

RAB Woos Breweries

THOUGH "beer belongs" and people enjoy it, Radio Advertising Bureau feels brewers should do more radio advertising because the medium has a U. S. family penetration of 98% "and better." In its latest presentation, RAB is telling U. S. brewers that statistics—provided by the U. S. Brewers Foundation—show that 9 out of 10 beer drinking families bought beer for the home in 1955, representing nearly ⅔ of all U. S. families. Furthermore, RAB says, "virtually every beer drinker in America is exposed to radio." RAB backs up its conclusion by breaking down its presentation into age, sex, geographic location and economic status.

JOHN W. WILLIS (r), member of the Washington law firm of Fischer, Willis & Panzer, last week received the first Louis G. Caldwell Memorial Award for his work in behalf of the Federal Communications Bar Assn. as editor of the association's law journal. Presenting the award is FCBA president George O. Sutton.

AWRT Board Members Meet To Plan 1957 Convention

PLANS for the 1957 convention in St. Louis and other future activities were discussed when the new board members of the American Women in Radio & Television (AWRT) met last week in Detroit. It was the group's first session since the election to president of WXYZ-AM-TV Detroit personality Edythe Fern Melrose at AWRT's Boston convention last April.

Among points taken up during the meeting:

The formation of a new policy and planning committee under the direction of Doris Corwith, NBC, past AWRT president, and comprised of Edythe Meserand and Jane Dalton, both WSPA-AM-TV Spartanburg, S. C., and both past AWRT presidents, and Madge Cooper, WMRN Marion, Ohio.

The appointment of Betty Barnett, KSD-TV St. Louis, and Pat Mower, Pat-Dee Assoc. Inc., Minneapolis, as 1957 AWRT convention co-chairmen; of Bonnie Dewis, D'Arcy Adv., St. Louis, as chairman of the 1957 annual meeting, and of Hilda Ballestro, Evaporated Milk Assn., Chicago, as convention director.

The establishment of a new projects committee which will administer a special, all-inclusive program designed to further the recognition of women in communications.

Maryland Assn. Requests Admittance to Legislature

MARYLAND broadcasters want the right to cover sessions of the State Legislature, they decided June 16 at the closing session of the Maryland-D. C. Broadcasters Assn., which met at Ocean City [B•T, June 18]. A resolution was adopted proposing a broadcaster committee meet with the General Assembly's rules committee. Senate President Louis Goldstein, Democrat, told the association June 15 he favored radio-tv coverage of Senate sessions and committee hearings.

Other resolutions called for legislation allowing mitigation of damages in suits based on "honest mistakes" and favored extension of daylight time to late October.

when it comes to numbers...

WRGB is still the leader in rich Northeastern New York and Western New England with a population of 2,152,300. Nearly half a million television families with an effective buying income of $3,285,604,000 now receive the services of WRGB.

WRGB continues to dominate this wealthy 30-county, 5-state market with the only VHF signal in the area.

Contact your nearest NBC Spot Sales representative today for the full story on the profitable WRGB market.

WRGB

SCHENECTADY...ALBANY...TROY

IS SOLD BY

NBC SPOT SALES

SCBA'S SIGALERT: BROADCASTERS ERECT A DISASTER WARNING NETWORK

COMMERCIAL broadcasting's community role in public emergency and civil defense is being demonstrated in the Los Angeles area through Sigalert—a public alerting system designed by a broadcaster and put to cooperative use there by local radio-tv stations, the police department and civil defense.

A project of the Southern California Broadcasters Assn., Sigalert was developed by Lloyd Sigmon, chairman of the SCBA Civil Defense Committee and vice president, assistant general manager and chief engineer of KMPC Los Angeles. Supplementing Conelrad in the civil defense field, Sigalert is finding more frequent use in public communication during local disasters and even a traffic jam on the freeway or a smog alert.

Operating with FCC approval, Sigalert was designed basically to fill the gap between the time of a civil defense alert and the time it takes radio stations to switch to cluster operation under Conelrad.

In use only a short time, Sigalert scored high honors some months ago during Los Angeles' big train wreck and a two-day rain storm which flooded wide areas. Within moments after the train wreck, Los Angeles stations were able to bring doctors, nurses, clergymen and ambulances to the scene.

Sigalert consists of a receiver fix-tuned to the police frequency, plus tape recorder, warning light and buzzer. At any time the station can monitor routine police calls, but in case of alert, the unit is automatically activated by the police communication center.

In operation, Sigalert is simple. Police in radio-equipped cars or motorcycles in Southern California as well as sections of Arizona and Nevada radio to Los Angeles police headquarters the details about fires, accidents or other emergency situations of hazard to the general public. Immediately, the inter-city link operator at the Los Angeles Police Department communication division flashes the warning over Sigalert to the broadcast stations. Within seconds, thousands of radio listeners in cars, homes, places of business and industrial plants are alerted.

SIGALERT AT KFAC

In like manner, Sigalert is available to civil defense authorities in case of major fire, flood, earthquake or impending enemy attack. On receiving proper authorization, a civil defense officer presses a button on Sigalert which activates special receivers assigned to policemen, firemen, civil defense workers, industrial plants, ships, etc., alerting them of the threat and issuing necessary instructions. Another button sounds sirens throughout the entire listening area of the broadcast stations tied into the system and lights warning beacons.

Even though the supersonic impulses that perform all of these functions travel on the same carrier waves that are carrying regular programs to the listening public, these programs continue undisturbed until police, firemen, civil defense workers and others are at their emergency posts. Then the civil defense authority presses still another button and instantly can talk directly to the vast audiences of all the participating broadcast stations.

"At this point the authority's voice replaces the radio programs," Mr. Sigmon pointed out, "but this happens only in case the emergency is so threatening that commercial radio would be automatically conscripted anyway. It is conceivable the whole country eventually could be united under Sigalert and that the President, sitting in the White House, could talk directly to the people simply by pressing a button—quieting the fears of those in disaster areas, marshalling aid and consolidating defense."

Unique feature of Sigalert is that it can operate wholly independent of commercial power and telephone lines.

Stations within the Los Angeles area equipped with Sigalert, according to SCBA, include KABC, KBIG (Avalon), KFAC, KFI, KFWB, KGIL (San Fernando), KHJ, KWKW, KLAC, KMPC, KNX, KPOP, KRCA (TV) and KTTV (TV).

SCBA promotes the public service aspect of Sigalert and radio with this slogan: "When the sirens blow, turn on your radio."

GET-OUT-VOTE DRIVE CITES DAVENPORT RESULT

Burnett tells Advertising Council this is an example of "what can be done" as Iowa effort brings record number of registrants.

OUTCOME of the NARTB-American Heritage Foundation's election registration test campaign in Davenport, Iowa [B•T, May 21], was held up to directors of The Advertising Council last week as an example of "what can be done" by concerted efforts to stir up interest in voting.

Leo Burnett of Leo Burnett Co., Chicago, volunteer agency for The Advertising Council's 1956 get-out-the-vote campaign, cited the Davenport success at a luncheon meeting in New York last Thursday at which he outlined plans for this year's drive. He stated that where "registration week" in Davenport in the past has normally added 200 names to the voting rolls, more than 11 times that number—2,267—were added this year through the combined efforts of radio and television stations, newspapers and various other organizations.

Mr. Burnett pointed out that the Davenport project was initiated by NARTB and the Davenport stations and paid tribute to NARTB and its president, Harold Fellows, for their role in its success.

He also showed the directors a number of tv spot announcements, prepared for use by stations, promoting the register-and-vote drive. They range in length from 10-second ID's to 60-second spots. Rex Marshall, William Bendix and Jan Clayton already have made spots featuring the non-partisan theme, Mr. Burnett said, and other stars are slated for participation. Various other advertising and promotional devices also were displayed by Mr. Burnett at the meeting.

A total of 132 organizations — including NARTB, American Assn. of Advertising Agencies, Assn. of National Advertisers, American Women in Radio & Television, BMI, ASCAP and National Assn. of Educational Broadcasters—is participating in this year's sequel to the council's 1952 get-out-the-vote campaign. That drive ended with an unprecedented 63% of adult Americans taking part in the elections with radio and television credited with a major role in the 1952 success.

Leslie R. Shope, director of advertising and press relations for Equitable Life Assurance Society and volunteer coordinator of the 1956 campaign, predicted that American business will contribute at least $10 million worth of time and space to the project. The campaign, which the Advertising Council conducts for American Heritage Foundation, is divided into three phases: (1) to get people to register; (2) to get people to inform themselves about issues and candidates, and (3) to get them to vote.

ADV. ASSN. OF WEST OPENS ANNUAL SESSION TODAY

Demonstration of Ampex tv tape recorder and proper use of color among agenda features. Radio session Tuesday to hear John Karol, CBS Radio vice president.

WESTERN advertising agency executives will get their first look at the new Ampex Corp. television tape recorder Tuesday afternoon at CBS Television City, Hollywood, as a highlight of the 53rd annual convention of the Advertising Assn. of the West this week in Los Angeles. Dos and don'ts of color tv advertising also will be demonstrated.

Both events will be features presented for the AAW convention by CBS with Howard Meighan, vice president in charge of the CBS-TV Western Division, acting as host for a cocktail party and tour of the network's production facilities at CBS Television City. Here the delegates will be shown the pitfalls as well as the advantages of using color tv to see the sponsor's products. The how to-do-it show will use live models and products. The Ampex tape demonstration will conclude the afternoon at Television City. William B. Lodge, CBS vice president in charge of engineering, is expected to handle the Ampex demonstration.

Western advertisers several weeks ago saw the Ampex tape unit when Mr. Meighan ad-

dressed the Assn. of National Advertisers at Pebble Beach, Calif.

Radio will have its session at the AAW luncheon meeting Tuesday with John J. Karol, CBS Radio vice president in charge of network sales, as guest speaker. Radio, however, will have to compete with bathing beauties for the attention of the delegates since Cole of California is also scheduled to present a fashion show based on the firm's newspaper campaign. The Cole portion of the program has been publicized to show the effectiveness of newspaper advertising. But Mr. Karol is fighting fire with fire. His radio talk is titled: "The Important Sex."

Some 1,000 delegates from 11 Western states are expected for the AAW meeting today (Monday) through Wednesday at the Hotel Statler. Junior Advertising Club events were scheduled yesterday (Sunday).

Monday morning keynote address will be made by Norman H. Strouse, president, J. Walter Thompson Co., with U. S. Treasurer Ivy Baker Priest scheduled as luncheon speaker. Afternoon speakers include William G. Werner, director of public and legal services, Procter & Gamble, who will discuss "Four Guide Posts in Advertising."

Besides Mr. Karol, Tuesday speakers include Hal Stebbins, president of Hal Stebbins Inc., Los Angeles, "Words About Words—A Copy Philosophy"; George P. Hitchings, chief economist, Ford Motor Co., "Your Markets Tomorrow," and Henry Mayers, Mayers Adv. Co., Los Angeles, "National Retail Chains and National Advertising."

Wednesday sessions will include talks by Robert Feemster, *Wall Street Journal*, "How Advertising Must Measure up to the Challenge of Today and Tomorrow"; Don Belding, Foote, Cone & Belding, "You Shout So Loud I Can't Hear You"; Phillip Corrin, vice president, Bullock's Dept. Store, Los Angeles, "Problems of Retailing in the Fastest Growing Area in the U. S."

RETMA Chicago Meeting Elects Division Officers

DIVISIONS of Radio - Electronics - Television Mfrs. Assn. elected chairmen and directors in the closing session of RETMA's 32nd annual convention in Chicago June 12-14 [B•T, June 18]. They follow by divisions:

Set Div.—A. L. Chapman, Sylvania Electric Products Co., chairman.

Military Products Div.—Charles B. Thornton, Litton Industries, chairman, and S. R. Curtis, Stromberg-Carlson Co., vice chairman.

Technical Products Div.—W. J. Morlock, Technical Products Dept. of General Electric Co., chairman, and Joseph N. Benjamin, Pilot Radio Corp., and J. A. McCullough, Eitel-McCullough Inc., directors.

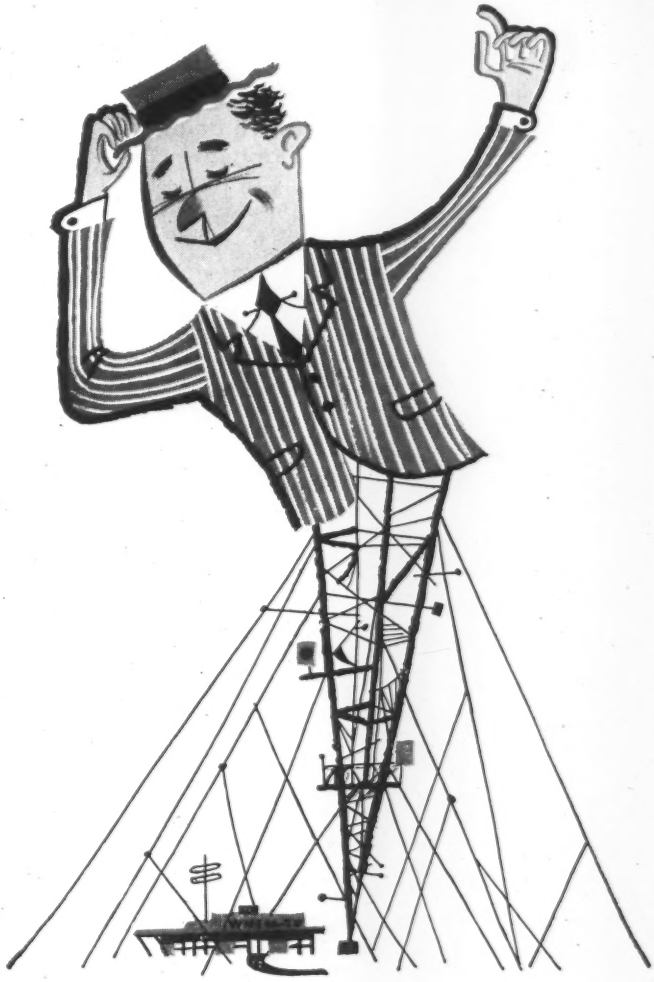
Parts Div.—Russell E. Cramer Jr.. Radio Condenser Co.; Roland M. Bixler, J-B-T Instruments Inc., and Roy S. Laird, Ohmite Mfg. Co., all directors.

Tube Div.—R. T. Orth, Electronic Tube Div. of Westinghouse Electric Corp., re-elected chairman.

TRADE ASSOCIATION PEOPLE

Charles S. Stodter, senior research investigator with Institute for Cooperative Research of U. of Pennsylvania since 1954, named executive secretary of Society of Motion Picture & Television Engineers, effective in early July. He replaces **Boyce Nemec,** resigned to open management consulting service.

Earl Glade, ex-mayor of Salt Lake City and former executive of KSL there, named senior vice president of Advertising Assn. of the West, S. F. He succeeds Jack Hoagland, resigned.



We tip our topper to TvB

WNEM-TV is proud of its membership in TvB . . . enthusiastic about the results and accomplishments of the Bureau. So much so, in fact, we bought this page just to urge non-members to join forces with us now.

Do *you* belong? *You owe it to yourself and associates* to support this outstanding organization. For TvB sells the television *idea* to management and agency buyers . . . makes *your* selling job easier. Call TvB or wire them in New York for information.

WNEM-TV, *James Gerity, Jr., President*
NBC-ABC
serving Flint, Saginaw, Bay City and Midland—Michigan's second richest market!

Radio Stations: **WPON** *Pontiac, Michigan*
WABJ *Adrian, Michigan*

THIS MAY BE 'IT' ON ALLOCATIONS: DEINTERMIXTURE, NO CHANGE TO V'S

FCC will try again this week for an answer to medium's long-standing problem. Likely solutions include selective deintermixture, no reduction in vhf separations and eventual changeover to uhf.

AFTER repeated false starts, the FCC is reportedly all set this week to issue its long-awaited allocations report—including, it is understood, some deintermixture.

Coupled with the purported acceptance of "selective deintermixture" was the decision, according to reputable sources, that there be no compromise in existing vhf mileage separations. This means no vhf squeeze-ins.

The deintermixture proposals will be issued in the form of rule-making notices, it is understood. This is the routine method used to propose changes in the national table of allocations. It does not mean, it was emphasized, that these moves will necessarily follow. Comments and counter comments must be requested and received by the Commission, and only after the FCC has considered these documents —and possibly scheduled oral argument—can it issue its decision.

It is speculated that in the end less than a handful of cities will be deintermixed.

The cities chosen for deintermixture proposals were picked on the principle that there were no operating vhf stations there, or only one. Cities with two or more vhf operations were untouched.

In some cases, the cities meeting this criterion are slated to receive additional vhf channels in order to identify them as predominantly vhf markets.

However, the Commission apparently is continuing "business as usual" in its activities on vhf cases.

Last week, WISC-TV Madison, Wis., which received its ch. 3 grant last December, received a special temporary authorization to begin commercial operation.

It is also understood that intra-FCC instructions regarding vhf grants in several cities have not been rescinded.

Madison is one of the cities which, according to last Tuesday's meeting, will be the subject of a notice of proposed rule-making, it is understood. Other cities which are due to be presented to the Commission today for deintermixture proposals are the following, according to informed sources:

Peoria, Ill.; Springfield, Ill.; Evansville, Ind.; Corpus Christi, Tex.; Duluth, Minn.; Hartford, Conn.; Fresno, Calif.; Spartanburg, S. C.; New Orleans, La.; Albany-Schenectady-Troy, N. Y.

In the Spartanburg situation, it is believed that there will be a corollary proposal seeking additional vhf allocations to switch the area to all-vhf.

The New Orleans and Schenectady pre-freeze stations (ch. 6 WDSU-TV and ch. 6 WRGB [TV], respectively) would be untouched. The ch. 10 Vail Mills, N. Y., drop-in would be rescinded, it was understood. Vail Mills is a few miles outside of Albany, N. Y.

It was repeatedly emphasized that although this is the list of cities which the staff was instructed to present to the Commission for today's meeting, there is no certainty that all of them will be the object of proposed rule-making. In some instances the change of mind of a single commissioner may serve to withdraw it from the list.

The Commission also, it is understood, hopes to provide additional vhf channels in such cities as Miami, Fla.; Norfolk, Va., and Shreveport, La.

The other sections of the expected report are still the same as reported previously [B•T, June 11], it is understood. This envisages the eventual shift of all television to the uhf band, or the shift of certain geographic areas to the bands above 470 mc—such as Zone I or east of the Mississippi, etc.

This is premised on the finding that the future of television is in the uhf band, and that the 12 vhf channels are insufficient for a national, competitive television service.

It is also based on the assumption that uhf must be found to be the equivalent to vhf in coverage—that there must be no substantial "white" areas left if a region is moved from vhf to uhf television.

In order to determine this, the uhf "crash" program, called for by FCC Chairman George C. McConnaughey at the NARTB convention in Chicago last April, must be undertaken at once. The purpose of this program is to upgrade uhf transmitters, antennas and receivers.

Inherent in the Commission's thinking is the desire to see that there are at least three comparable facilities in the top markets.

No date for changeover will be specified, but if, as and when uhf is found to be substantially equal to vhf in coverage, the Commission will propose a transition period, including a period of simultaneous uhf-vhf operation,

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- Has underwritten over $1,000,000,000 of publicly offered securities in the past ten years.
- Has negotiated private financings in excess of $700,000,000 in the past five years.

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SENATE CONFIRMS CRAVEN FOR FCC

COMDR. T. A. M. CRAVEN, former FCC commissioner and now Washington consulting engineer, was confirmed Friday by the Senate to be a member of the FCC for seven years beginning July 1.

MR. CRAVEN

The preceding day the Senate Commerce Committee approved the nomination unanimously. Mr. Craven's name had been approved previously by a communications subcommittee headed by Sen. John O. Pastore (D-R. I.).

Mr. Craven, a Virginia Democrat, was nominated for a repeat seat on the FCC by President Eisenhower last month [B•T. May 21]. He is a retired U. S. Navy commander. served as FCC chief engineer, and as a commissioner from 1937 to 1944. After leaving the FCC, he was vice president of Cowles Broadcasting Co., with headquarters in Washington. In 1949 he became senior partner of the Washington engineering firm of Craven, Lohnes & Culver.

Comdr. Craven succeeds Comr. Edward M. Webster, retired U. S. Coast Guard commodore, whose term expires June 30. Comr. Webster, a communications engineer like his successor, is expected to be used by the government in special telecommunications assignments.

We're crowing about

"MORNING SURPRISE"

with Tom Haley

the hottest morning TV show

in Cleveland

Result? Avalanche! In less than a month after the first program, Tom Haley and his rollicking robot, Mr. Rivitz, launched a contest offering a car as the prize. Even we were surprised when a day's mail produced 9,275 entries.

80,098 pieces of mail resulted from just twelve contest announcements. . . . That's audience response.

Tom Haley, genial host, combines whimsy and wit plus solid features, along with a roving camera that's liable to turn up anywhere in greater Cleveland as part of the hour that presents something new and different for Cleveland homemakers every day.

Biggest surprise of all is the cost. Minute participations, live, slide or film $100 or when combined with the KYW-TV "Fifteen-Plan" for as little as $50.00 each.

Play it 'cool' and cut yourself in for the hottest morning TV buy in Cleveland. "Morning Surprise," Monday thru Friday from 9:00-10:00 a.m.

Get the full story from KYW-TV Sales Manager, Al Krivin (CHerry 1-0942) or call A. W. "Bink" Dannenbaum, WBC General Sales Manager at MUrray Hill 7-0808, or your nearest Peters, Griffin, Woodward "Colonel."

KYW 3 TV

CLEVELAND

Sales on the rocks?

Try **KYW'S KOOLER!**

It's dynamite! Publicity! Contests! Stunts! Better-than-ever programming! Cleveland's never been hit with anything like it before. And it's all aimed to load KYW Radio & TV advertisers with the biggest Summer sales results ever.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

WBC

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

after which vhf stations must move to uhf.

The Commission is also understood to have made up its mind to boost maximum power for uhf stations from the present one million watts to five million watts.

Although it is expected that the basic documents will be approved with possibly only one dissent, it is understood some of the deintermixture proposals may be authorized by votes of four to three. In some of these cases there may be written dissents.

The allocations proceeding began in November 1955 when the FCC dismissed a block of deintermixture petitions on the grounds that the problem was a national one and should not be decided on a case-by-case basis. During the six months, the commissioners have veered from "selective deintermixture" to none at all to the present status.

The uhf-vhf problem has also been the subject of hearings before the Senate Commerce Committee (see story, page 27). These began in 1954 when Sen. Charles Potter (R-Mich.) chairmanned a subcommittee of the Senate Commerce Committee which heard testimony on the problems of uhf broadcasters.

Daytimers' Complaint Slated For 85th Congress Hearing

PUBLIC hearings on the complaint of daytime broadcasters that they should be permitted to operate from 5 a.m. to 7 p.m., or local sunrise to local sunset whichever is earlier, will be held immediately after the 85th Congress convenes in January, Sen. John F. Kennedy (D-Mass.) announced last week.

Sen. Kennedy heads a special subcommittee of the Senate Small Business Committee to investigate the problems of daytime broadcasters. Other members are Sens. Wayne Morse (D-Ore.) and Andrew F. Schoeppel (R-Kan.).

Daytime broadcasters at present are limited to local sunrise to local sunset operations. They petitioned the FCC last January to permit them to operate the regular hours. This was opposed by the Clear Channel Broadcasters Service, individual clear channel stations and some regional stations.

The Senate subcommittee was appointed by Sen. John Sparkman (D-Ala.), chairman of the parent small business committee, last March. The subcommittee chose Samuel McMillan, Birmingham attorney, to be its special counsel on this subject.

Daytime Broadcasters Assn. is headed by Jack S. Younts, WEEB Southern Pines, N. C. Former FCC Comr. Frieda B. Hennock is DBA counsel.

Natvig Perjury Conviction Upheld by Court of Appeals

THE conviction of turnabout witness Mrs. Marie Natvig for perjury was confirmed by the U. S. Court of Appeals in Washington last week by a 2 to 1 divided court. Mrs. Natvig was convicted last in May 1955 of having lied when she recanted testimony she presented in the Edward Lamb-communist sympathy FCC hearing in February 1955. She has been free on $1,000 bond from the eight months to two years sentence imposed on the perjury charge.

Mrs. Natvig, a 51-year-old divorcee and grandmother, was a star witness in the long and acrimonious FCC hearing involving the renewal of Mr. Lamb's license for WICU (TV) Erie, Pa. The FCC charged that Mr. Lamb lied when he averred in previous applications that he had no connection with the Communist Party. Hearing Examiner Herbert Sharfman held last December that the Toledo, Ohio, broadcaster, publisher (he owns the *Erie Dispach*) and industrialist was innocent of the charges he knowingly associated with communists and communist causes. The FCC has not yet issued a final decision in this case.

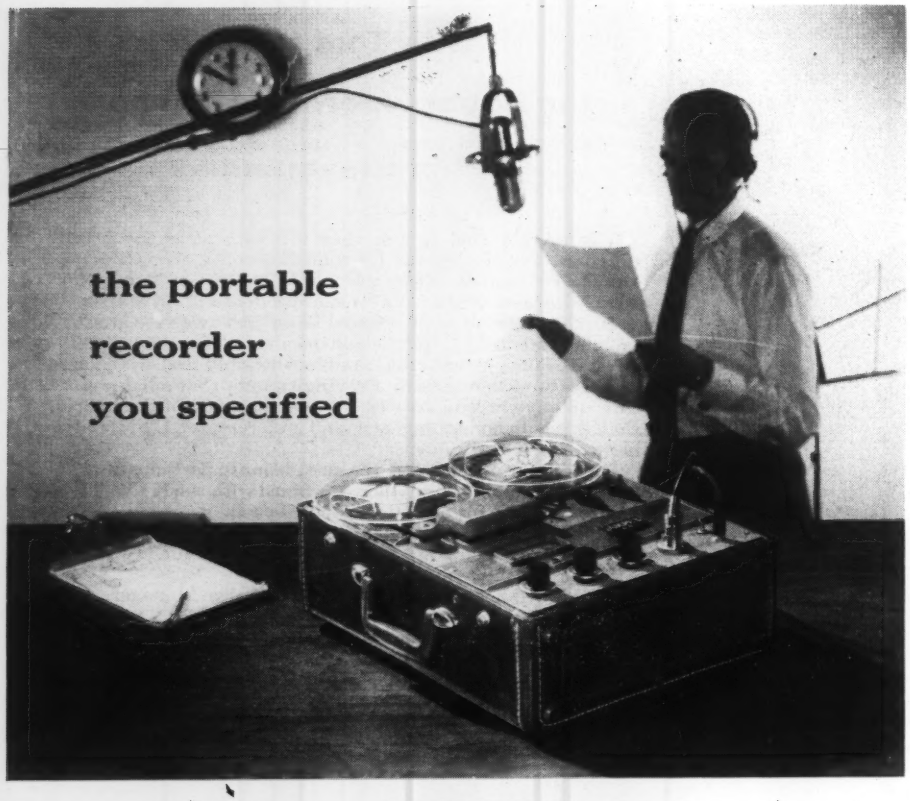
In testimony in October 1954, the rambunctious Mrs. Natvig related that she had known Mr. Lamb as a Communist Party member and that she herself had been a Communist. In February of the next year, she recanted that testimony, saying that she had been coerced into making her earlier statements by FCC and FBI agents. It was for this she was convicted of perjury.

The appeals court decision, written by Circuit Judge John A. Danaher, held that it was "overwhelmingly established" that Mrs. Natvig had perjured herself in her second testimony. He emphasized that the truth or falsity of Mrs. Natvig's FCC testimony was not at issue, but whether she had testified truthfully the first time or the second.

Circuit Judge Charles Fahy concurred, and Judge David L. Bazelon dissented. Judge Baselon said Mrs. Natvig should have had a new trial.

St. Paul Educ. Tv Granted

ST. PAUL, Minn., educational ch. 2 was awarded last week by the FCC to Twin City Area Educational Television Corp., marking the Commission's 42nd educational grant. The new station will operate on 52.5 kw visual, 31.6 kw aural, employing an antenna 620 ft. above average terrain. Construction cost has been estimated at $394,049 and first year operating cost at $175,000. Transmitter and antenna will be RCA.



the new AMPEX 601

The new 601 combines all the superb performance characteristics of the famed Ampex 600 plus these new professional features designed to fit your professional recording needs exactly:

New Low Impedance Output... 600 ohms, 1.23 volts. Balanced or unbalanced (from tapes recorded at program level).

New Low Impedance Input... accommodates high or low impedance microphone. Low impedance microphone secured by accessory plug-in transformer.

New Instantaneous Starting... accelerates to full play mode in less than one-fifth of a second.

New Illuminated Record Safety Button ... positive protection against accidental erasure.

New Saddle Tan Case.. rugged Samsonite in handsome new color for easy portability anywhere.

The 601 works full time inside the studio and on location outside. It's a rugged, versatile machine that completely fills all these professional needs: studio recording, network delay, outside recording, editing, dubbing and broadcast playback. And because an Ampex continues to perform within original specifications year after year, the price you pay buys both the finest performance available and the most hours of service per dollar.

AMPEX CORPORATION

SIGNATURE OF PERFECTION IN SOUND

934 Charter Street, Redwood City, California

NETWORK PROBE—

(Continues from page 28)

us on a platter." He said that although KSBW-TV is affiliated with three networks, more than 55% of its time is devoted to non-network programs, including 19 first-run syndicated films each week.

The California telecaster felt that if programs and advertisers are being denied access to tv, "it is strange that a fourth network has not been organized." He said KSBW-TV never has taken a local advertiser off the air to make room for a network advertiser. The station's "foundation" of network programs has enabled it to increase its hours of service and thus expand non-network programming, Mr. Cohan said.

H. Moody McElveen Jr., *vice president-general manager, WNOK-TV Columbia, S. C., a uhf station:*

Acknowledging that uhf has problems, Mr. McElveen said these are not the result of affiliate-network practices, but that on the contrary, WNOK-TV's affiliation with CBS has been the "most important" factor in helping the station cope with the problems of uhf operation.

Mr. McElveen felt that "must buy" requirements often induce the national advertiser to "add $200 to his budget" to reach WNOK-TV and similar markets which are not basic affiliates. He termed as "utterly ridiculous" charges that networks dominate their affiliates, citing WNOK-TV's refusal to clear *$64,000 Question* in favor of a local baseball game.

The WNOK-TV official thought strong networks are "far more necessary" in tv than they ever were in radio, particularly to uhf affiliates.

Donald W. Thornburgh, *president, WCAU-TV Philadelphia:*

Mr. Thornburgh, a large-market affiliate along with Mr. Hayes, took issue with Mr. Moore's testimony which used WCAU-TV as an illustration in his March testimony. Mr. Thornburgh denied that WCAU-TV is unresponsive to the needs of the local public because of network "control."

Calling Mr. Moore's conclusions "utterly without foundation," Mr. Thornburgh said WCAU-TV is responsible for its tv operations; feels that "enthusiastic acceptance" of the station's programming demonstrates it programs in the best interests of the public in the Philadelphia area; that the station has an "excellent" pattern of network programs and does an "outstanding" job of local and public service programming; that WCAU-TV is a working partner of CBS-TV and that both benefit from this relationship; and that non-network programs are not denied access in Philadelphia.

Mr. Thornburgh noted several CBS-TV programs created by the Philadelphia outlet and mentioned its nine hours daily of locally-originated programs. He cited numerous major awards to WCAU-TV for local general programming.

He read statistics to show that, compared with KTTV, WCAU-TV airs far more local live public service programming, educational, news and agriculture. As for local film programs of this type, the disparity is even greater, he said. Mr. Thornburgh also described WCAU-TV superiority in other types of programming.

Far from the network dominating WCAU-TV, the station has been responsible for CBS-TV changing its own programming in some instances, he said, noting also that the CBS-TV Affiliates Advisory Board has been outstanding in helping CBS-TV improve its programming.

August C. Meyer, *president, WCIA (TV) Champaign, Ill., and also representing CBS-TV affiliates KHQA-TV Hannibal, Mo.; WREX-TV Rockford, Ill.; WTVH (TV) Peoria, Ill.; WHBF-TV Rock Island, Ill., and KFVS-TV Cape Girardeau, Mo.:*

Regulation of the networks, Mr. Meyer said, "is not going to make a Santa Claus out of the advertiser. He is still going to invest his advertising dollars in the manner and the media which he believes will bring him maximum results." If regulation makes it difficult for the advertiser, Mr. Meyer continued, "he might take his advertising elsewhere and place it in other media."

From the point of view of WCIA, a station in a medium market, network option time and must buys not only are desirable but essential, Mr. Meyer said. He said WCIA has developed non-network and local programming, with a "strong network base." He added that "allocations and other problems should not be confused with network operations."

Francis E. Busby, *executive vice president, WTVY (TV) Dothan, Ala.:*

Mr. Busby said WTVY receives live CBS programs from WRBL-TV Columbus, Ga., by microwave, at comparatively small cost. A CBS-TV affiliate under the Extended Market Plan, WTVY carries commercial and sustaining programs under EMP and carries commercial programs not bought in WTVY's market, with commercials deleted.

Revenues from CBS are not large, but cover cost of delivery of the programs, permitting WTVY to sell programs and adjacent announcements which otherwise would not be available, Mr. Busby said. CBS receives no free hours from WTVY, he said, adding that CBS voluntarily doubled WTVY's rate after five months' affiliation. Without EMP, Mr. Busby added, it is doubtful that WTVY could continue operating. He described the plan as the "greatest single contribution" to further the small market station.

THE ABC AFFILIATES

Frederick S. Houwink, *general manager, WMAL-TV Washington:*

Mr. Houwink, chairman of ABC-TV Affiliates Assn.'s board of governors, said ABC tv affiliates are the "poor relations" of tv broadcasting and that only independent un-affiliated stations have greater problems.

Although ABC affiliates are the "have nots" of tv, Mr. Houwink said, "We do not want government regulation, or any other outside restriction or influence . . . in our competitive battle with . . . strongly entrenched . . . CBS and NBC television affiliates."

ABC affiliates "know" this competition can be "overtaken" by imaginative programming which will capture audiences, said Mr. Houwink, adding, "We are confident that ABC can help us do it." It is essential that ABC have access to the market, particularly the top 50 markets, he continued.

Citing studies by Television Bureau of Advertising and N. C. Rorabaugh Co., Mr. Houwink produced figures indicating that most national and regional spot tv purchasers buy no more than 50 to 75 stations, determined by their location in top markets. Since advertisers will pour most of their money into top markets, the limiting factor in these markets is channel allocations and no change in network option time hours will alter this, Mr. Houwink said.

The WMAL-TV manager said a check of 23 ABC affiliates in the top 50 markets with three vhfs shows that 20 have a substantial number of unsold hours in network option time available to all advertisers. ABC affiliates would be glad to find sponsors for these availabilities and hope ABC can sell virtually all this option time this fall, Mr. Houwink said, for then affiliates can bring to viewers the "superior type of programming that experience has shown can be obtained through the network system."

Harold V. Hough, *director, WBAP-TV Fort Worth, Tex.:*

Mr. Hough said he is worried about Mr. Moore's proposal to reduce network time in evening hours. He said he didn't know how WBAP-TV could fill the resulting vacant time and at the same time keep viewers posted on current national events. Since most stations would have trouble filling the vacancy with local live programming, they would have to buy syndicated films, prices would soar and the stations would be "thrown into a lion's den," Mr. Hough continued.

If syndicated half-hour films were not used, it would mean old movies, which would create trouble for the station in editing them down from 1½ hours, Mr. Hough continued, adding that many live presentations would have to be curtailed or omitted because of their length. Mr. Hough said he thought elimination of one hour of a station's prime evening option time "would be a disastrous thing for all."

Sarkes Tarzian, *principal owner, WTTV (TV) Bloomington, Ind.:*

The present tv system would not be in existence, Mr. Tarzian felt, except for the initiative and gamble networks took to develop programs. It is unwise, he said, to listen to "special interest groups who for their own benefit are trying to break up a system that has been productive of the common good."

Mr. Tarzian said the present cooperative station operation and network system contribute more good programming to more people because "it is rooted in a desire to reach and serve the maximum number of people." He

MR. HOUWINK

MR. HOUGH

MR. TARZIAN

said the government through the FCC should encourage licensing of new stations and should eliminate the excise tax on all-channel tv sets.

THE NBC AFFILIATES

Lawrence H. Rogers II, *vice president-general manager, WSAZ-TV Huntington, W. Va.:*

Mr. Rogers praised NBC's *Tonight,* which he said brought his station "fresh, new programming" in the late evening period instead of old movies, "a stereotyped form of late-night time killer which has become a sort of nationwide joke." *Today,* he said, opened up entirely new early morning hours to many stations. Detractors of networks actually derive their greatest sales benefits when their shows are run adjacent to successful network shows, he continued.

Perhaps the general excellence of network programs has led to the tendency of many stations to be lax in local programming, Mr. Rogers said, but a station with strong local programming enhances its network programs.

Mr. Rogers advocated six-year license periods, with stations reporting annually to the FCC on "program accomplishment and evaluation." The six-year license period, he said, would achieve longer and more stable affiliation contracts and greater administrative efficiency and qualitative analysis by the FCC.

Joe Floyd, *president, KELO-TV Sioux Falls, S. D., and satellite KDLO-TV Florence, S. D.:*

Mr. Floyd said when KELO-TV went on the air in 1953 he was faced with a circulation problem and that of national spot, local and network sources, only the networks helped him by giving him all the "across the board" programs they had available, plus help from their sales service and station relations departments. Only the networks were interested enough in KELO-TV's potential to make programming available, he said.

NBC-TV affiliates who gave full support to the network in hearings last week included (l to r): seated, Jack Harris, KPRC-TV Houston; Thomas Gilchrist, WJHP-TV Jacksonville, Fla.; Harold F. Gross, WJIM-TV Lansing, Mich.; Thomas P. Chisman, WVEC-TV Norfolk, Va.; Walter E. Wagstaff, KIDO-TV Boise, Idaho; Lawrence H. Rogers, WSAZ-TV Huntington, W. Va.; Edward Breen, KQTV (TV) Fort Dodge, Iowa; standing, Harold C. Stuart, KVOO-TV Tulsa, Okla.; Dr. Edward C. Lambert, KOMU-TV Columbia, Mo.; Robert D. Swezey, WDSU-TV New Orleans; B. T. Whitmire, WFBC-TV Greenville, S. C.; Harold Essex, WSJS-TV Winston-Salem, N. C.; W. W. Warren, KOMO-TV Seattle, Wash., and Owen Saddler, KMTV (TV) Omaha, Neb.

Davenport, Iowa
Rock Island, Ill.
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . . a market with money in its pockets . . . a market blanketed by WOC.
Basic NBC Affiliate
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

Again, the networks helped in paying their proportionate share on a per program basis for a live network connection for KELO-TV after which KELO-TV circulation jumped and the station was able to accommodate other advertisers, he continued. Mr. Floyd said that he now carries local and national spot advertisers in and adjacent to KELO-TV's option time, but never has KELO-TV's primary network, NBC, nor ABC and CBS, demanded cancellation of any of these programs, Mr. Floyd said.

Owen L. Saddler, *executive vice president, KMTV (TV) Omaha, Neb.:*

Mr. Saddler said that although KMTV has been on NBC's "must buy" list since affiliating in January this year, the station acceded to one network advertiser's desire not to go into the Omaha market and now has in this period a syndicated film. The sponsor of a CBS program in 1951 indicated his distribution was not too satisfactory in the Omaha area, with the result that KMTV filled the period locally with a program that still is on the air in prime evening time, he said. Mr. Saddler said networks are "more reasonable and gentlemanly" than many film syndicators, with all network programs on a 28-day cancellation basis while some syndicators insist on a firm 52-week contract.

The KMTV head said networks syndicate some of their own programs and sell films to *all* stations, thus furnishing competition to themselves and their own affiliates.

William L. Putnam, *general manager, WWLP (TV) Springfield, Mass., a uhf station:*

Mr. Putnam said WWLP is affiliated both with NBC and ABC, but since NBC has more programming to offer and the station thus uses more of that network's programming, "we, naturally, orient our thinking around the NBC programming." WWLP's ABC programming is limited, but of high quality, he said. NBC also has aided WWLP in promotion and other matters, Mr. Putnam continued.

"NBC has helped us and we are grateful," Mr. Putnam said. "If there is anything malicious to be said about networks I am not about to say it, for I have absolutely no reason."

Edward Breen, *president, KQTV (TV) Fort Dodge, Iowa, a uhf outlet:*

Noting first that Fort Dodge is a small market and that "national advertisers avoid it by the hundreds," Mr. Breen commended NBC's Program Expansion Plan: "We embraced it as we would a long-lost brother." He called PEP the "greatest leg-up that small town television had ever gotten. . . . For our corporation it has meant salvation. . . . We owe NBC and its people for everything we are today."

KQTV, Mr. Breen said, is part of NBC's PEP package, and in other cases gets NBC programs on a sustaining or co-op basis, paying the network a small fee for the co-op arrangements and being allowed to sell its own spots where network commercials have been deleted.

Mr. Breen called on Congress to "tax one-lung (vhf-only) television [sets] out of existence."

Thomas P. Chisman, *president, WVEC-TV Norfolk-Hampton, Va., a uhf station:*

Mr. Chisman said WVEC-TV went on the air in February 1953, affiliated with NBC in June 1953 and sold all but one network advertiser. This advertiser has since ordered the station, but WVEC-TV declined the order and sold the period locally. NBC never has exerted any pressure to recapture the time, he said. WVEC-TV's occasional pre-emptions of network programs to carry programs of interest to local viewers never have been questioned by NBC, he added.

The WVEC-TV president felt no local station can duplicate NBC's news service in coverage and depth. Mr. Chisman said the basic difference in the philosophy of film companies and networks is that the former are interested only in the amount of money they can get for their properties, while "the sense of public responsibility of the networks [is] unmatched by any other business in the country."

Robert D. Swezey, *executive vice president-general manager, WDSU-TV New Orleans, and vice president, WAFB-TV Baton Rouge, La.:*

Mr. Swezey said that although two vhf prefreeze grants besides WDSU-TV were made to others in New Orleans, the permittees decided not to go on the air because of "uncertainties" about the future of television. Until WJMR-TV (a uhf) began there in 1953, he said, WDSU-TV held an "involuntary monopoly." Although WDSU-TV probably has more network programs available to it than any other station in the country, of its 123-plus hours of weekly programming, more than 62 hours are local of which 19 hours are local live, he added.

He described WDSU-TV accomplishments in local and area news and public service programming and said the station often recaptures network option time for events of local importance. WDSU-TV also has found it possible to carry "virtually all of the top syndicated film properties," Mr. Swezey said. At present local advertisers sponsor 33 local programs and program series, while 70 local clients carry spot schedules, he continued.

He felt there are "more than enough" tv allocations for New Orleans, with a second vhf channel in a three-way contest, one vhf channel reserved for educational tv and three additional uhf allocations.

Joe H. Bryant, *president, KCBD-TV Lubbock, Tex.:*

Mr. Bryant said he believed that neither KCBD-TV, nor its CBS-affiliated competitor, KDUB-TV, could be sustained economically "without the network process affording us the program resources that we have throughout the day-and-night time periods."

Only after buying NBC's basic station group, Mr. Bryant said, do advertisers further extend their purchases to optional affiliates such as KCBD-TV, and without this arrangement, this business potential "would be lost to us."

Top syndicated film shows cost KCBD-TV $200 an hour, he said, adding that if this same pro-rata cost were applied to the hours devoted to network programs, the station would find it economically impossible to operate. Network programs are of higher character and quality than others, Mr. Bryant said, and "thereby stimulate the viewing interest of the people, affording us the opportunity of selling this audience to the advertiser."

Irvin G. Abeloff, *vice president-general manager, WXEX-TV Petersburg, Va.:*

Mr. Abeloff confined his discussion to disputation of testimony to the committee last month by Wilbur M. Havens, president of WTVR (TV) Richmond, regarding NBC's switch of tv affiliation from WTVR to WXEX-

Sales Management's Area Growth Ratings, 1945-1955, show that . . .

More people have more money to spend in the WBRZ area

than ever before, because . . .

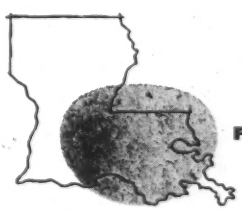
Population is UP 84%

Food Store Sales are UP 209%

Effective Buying Income is UP 100%

There are $899,481,000.00 spendable dollars earned from oil gas sulphur industry and agriculture

AND ONLY ONE TELEVISION STATION COMPLETELY COVERS THIS RICH HEART OF LOUISIANA



WBRZ Channel **2**

BATON ROUGE, LOUISIANA

Power: 100,000 watts Tower: 1001 ft.

NBC-ABC

Represented by Hollingbery

TV and from WTVR's radio affiliate, WMBG Richmond, to WXEX-TV's radio affiliate, WLEE Richmond, in 1955 [B•T, May 21].

Taking issue with testimony by Mr. Havens that NBC Radio switched to WLEE and that WLEE carried the "complete *Monitor* program from the time it began on Saturday morning until the time it ended on Sunday night," Mr. Abeloff said that, on the contrary, WLEE, on a typical weekend during the same month (October 1955) it affiilated with NBC, carried *Monitor* only 11½ hours of the 40-hour weekend schedule. Under questioning by Mr. Cox, he said WLEE never carries more than 16 hours of *Monitor* per weekend.

Turning then to Mr. Haven's hint that there might be some connection between WXEX-TV's affiliation and its change in its FCC application to specify RCA transmitter equipment instead of the originally-specified DuMont Labs gear, Mr. Abeloff said:

". . . [Mr. Havens] has made an insinuation rather than a formal charge and this insinuation is completely unsupported by the facts.

"Mr. Havens is trying to read the minds of third persons, namely, the officials of the National Broadcasting Co. I shall not attempt a similar feat. . . .

"However, I can speak positively about any relationship between our purchase of RCA equipment and our securing an affiliation with the NBC television network. There was absolutely no connection. At no time did any official of NBC attempt in any way to influence us in our equipment purchases."

Questioned on WXEX-TV's reasons for changing equipment, Mr. Havens said the then-planned WXEX-TV decided to change transmitters from DuMont to RCA in the spring of 1955. He said the reason was "partly" technical. The other factor, he said, was that the applicants received advice from sources which "were using the two types of equipment we were considering." Also involved, he added, was the applicant's decision to issue more stock, with the local underwriter for this transaction advising WXEX-TV that "his sale of stock would be more easily done with one type of equipment rather than another."

Asked whether NBC or WXEX-TV made the initial approach for affiliation, Mr. Abeloff said NBC did in the late fall of 1954. He said the station management and NBC had discussed clearance of programs, but that no discussion was held about NBC difficulties in clearing programs with WTVR, its affiliate at that time.

He said NBC officials asked what WXEX-TV's policy would be on clearance and "I told them I would try to cooperate." He told Mr. Cox the station now clears almost all NBC programs in non-option time, but doesn't clear "certain programs" in option time which conflict with local programs.

William W. Warren, *executive vice president-general manager, KOMO-TV Seattle:*

During the week of May 27 in the Seattle-Tacoma market, Mr. Warren said, there were 32 half-hour syndicated film programs scheduled in prime time on the three vhf network stations between 7 and 11 p.m., with only 15 fully sponsored, and with 28 of the 32 programs between 7:30 and 10:30 p.m.

"Certainly," he said, "there is no dearth of available time or programs for local, regional or national advertisers" from 7:30 to 10:30 p.m. Advertisers in this market prefer the multiple presentation of their commercials, he added.

Mr. Warren said network programs have given the "tremendous impetus" to set sales in this area, while other sources such as local and film programming have been able to trade on the basic circulation created by the networks.

Jack Harris, *vice president-general manager, KPRC-TV Houston:*

Mr. Harris said fewer and fewer quality film shows are being offered for local syndication, the syndicators seeking to make their programs available first to the network or national network clients and then offering them, after network exposure, to local stations. Sale to the network advertiser eliminates the risk of the film ventures, plus the cost of individual sales, he said.

The KPRC-TV manager said his station has a difficult time finding suitable, first-rate, first-run film material for its available periods. Film syndicators are not making their programs available in color because it is not profitable to them. He said he strongly opposes any effort to "force" a market for "somewhat shopworn products which have already passed the peak of usefulness."

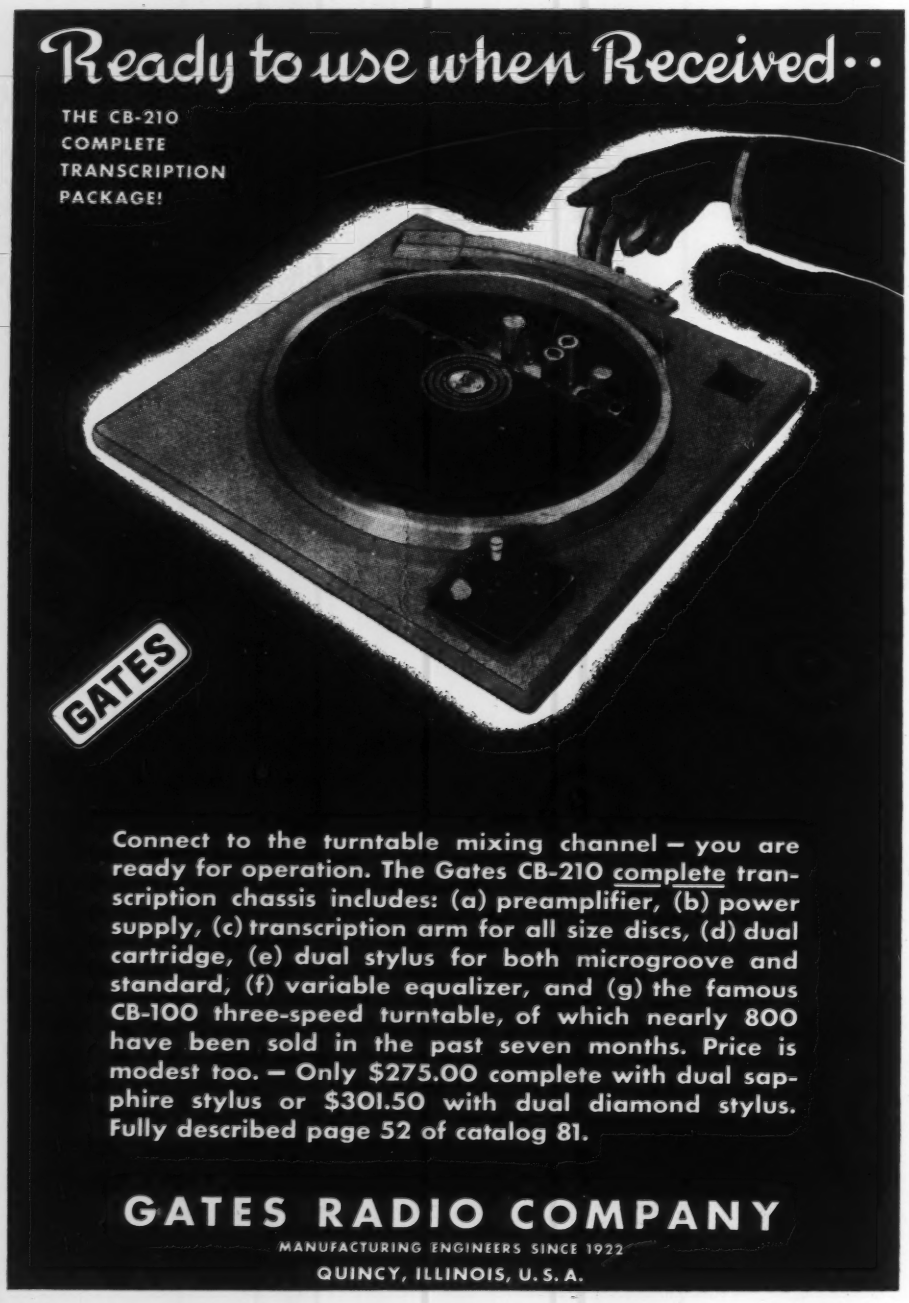
Harold F. Gross, *president, WJIM-TV Lansing, Mich.:*

Mr. Gross told the committee that without network news service, WJIM-TV could not compete with the newspaper; that the station met complaints when it inaugurated a program in 1950 depending in part on a nationally syndicated film service because the news was up to 48 hours old when programmed on WJIM-TV.

He said the box office of the film business is declining and film people want to show old movie films and clips on tv during prime evening hours. He cited a list of mediocre or unknown talent appearing in a group of 630 old film clips he said was sold to WJIM-TV in 1950 for $8,000. If there were not a network service available to tv stations like WJIM-TV, he said, these stations "would have to create one."

Dr. Edward C. Lambert, *general manager, KOMU-TV Columbia, Mo., commercial tv station owned and operated by the U. of Missouri:*

Dr. Lambert said "altruistic" would be a better word to describe the networks than


Ready to use when Received··
THE CB-210
COMPLETE
TRANSCRIPTION
PACKAGE!
GATES
Connect to the turntable mixing channel — you are ready for operation. The Gates CB-210 complete transcription chassis includes: (a) preamplifier, (b) power supply, (c) transcription arm for all size discs, (d) dual cartridge, (e) dual stylus for both microgroove and standard, (f) variable equalizer, and (g) the famous CB-100 three-speed turntable, of which nearly 800 have been sold in the past seven months. Price is modest too. — Only $275.00 complete with dual sapphire stylus or $301.50 with dual diamond stylus. Fully described page 52 of catalog 81.
GATES RADIO COMPANY
MANUFACTURING ENGINEERS SINCE 1922
QUINCY, ILLINOIS, U.S.A.

"monopolistic." He said NBC executives must have known they would lose money for several years in the central Missouri area when the network affiliated with KOMU-TV in early 1953 because of the low set count. Interconnection was achieved by the station at great expense to NBC, Dr. Lambert told the committee, adding he felt sure public service, not profit, was uppermost in the minds of NBC officials in bringing the area good network fare.

Although there now are nearly 100,000 tv sets in the KOMU-TV coverage area, Dr. Lambert said he doubted if NBC was doing better than breaking even. Besides help and advice and indoctrination of the station personnel by the network, NBC made special arrangements to bring special programs of educational value to this area—serving two universities and nine colleges —on a sustaining basis, when programs were not purchased in this market, Dr. Lambert said.

NBC has several times accepted less valuable time on a delayed basis so KOMU-TV would not lose a client in an option time period, Dr. Lambert said, adding that the network never has forced the station to move a client to accommodate a network program.

Walter E. Wagstaff, *KIDO-TV Boise, Idaho:*

Mr. Wagstaff said KIDO-TV's basic rate to a network advertiser is $200 an hour and the station is compensated by NBC and ABC at $50, while it costs the station $104.50 per hour to operate. Just "riding the network" would be suicide for KIDO-TV, he said, since only 12.6% of KIDO-TV's income is from networks. Thus, he said, network programs are important to the small market station as a program source, not for revenue; however, adjacencies to the better network shows are much sought after by advertisers, making network programs an indirect source of additional station revenue.

It would be just about impossible for the average station to get along without film, but film serves in one area and networks in another, so that neither could replace the other, he added.

While it is often impractical and uneconomic for an advertiser to buy every market in the country, Mr. Wagstaff said, it seems essential that network relations with advertisers and affiliates be worked out so as to bring the outstanding programs to markets which do not fit the advertiser's distribution pattern so well.

Thomas S. Gilchrist Jr., *general manager, WJHP-TV Jacksonville, Fla., a uhf (also supervises WESH-TV Daytona Beach, ch. 2):*

Mr. Gilchrist said the trouble with tv lies in the scarcity of competitive stations. He said WJHP-TV is a primary affiliate of NBC and that the network has bent every effort to helping the station, but probably will move to ch. 12 when that channel is finalized and becomes the second vhf outlet in that city.

He claimed 90% uhf conversion in WJHP-TV's home county with a lower percentage in surrounding counties and credited high uhf conversion to strong network programming, substantial power, adequate station financing and promotion. If any affiliate is at the mercy of a network, it is the uhf station, Mr. Gilchrist said, "Yet, I can offer only praise for the cooperation we have received." WJHP-TV, despite good programming, does not have as strong an audience as its vhf competitor because of uhf conversion and reception problems, he said.

Harold C. Stuart, *executive vice president, KVOO-TV Tulsa:*

Mr. Stuart said KVOO-TV has been "very happy and pleased" with relations with NBC; that before going on the air KVOO-TV discussed affiliation with all three tv networks.

NBC, in addition to furnishing network programming, has been "extremely helpful to us in all forms of telecasting and also radio broadcasting," he said. The NBC staff has assisted the station in discussing construction of the new studios KVOO-TV is building at present, he added. This covers "what we should put into it, our programming, our sales promotion and everything else." This is a service KVOO-TV could not get otherwise, Mr. Stuart said, "and I certainly want to commend them."

Harold Essex, *vice president-general manager, WSJS-TV Winston-Salem, N. C.:*

Describing the variety of public affairs, religious, educational and special programs carried on networks, Mr. Essex said film offerings are limited "almost solely" to lighter forms of entertainment, such as situation comedies, thrillers, westerns and variety shows.

He felt it would be "foolhardy" to jeopardize "such a fine diversified service even to a slight extent in order to make way for purely entertainment offerings of those who would abolish option time."

Mr. Essex said option time "seems to be the adhesive which enables the aggregation of separate stations to cooperate effectively." It the time comes when network operation no longer is as effective as today, he said, then the independent operators have the right to make their choice—network or not. Until then, he said, "we request now a continuation of the right to grant, if we so choose, option time to the network with which we are affiliated."

B. T. Whitmire, *general manager, WFBC-TV Greenville, S. C.:*

A primary affiliate not on the NBC-TV must-buy list. WFBC-TV must sell agencies on including the station on network programs, Mr. Whitmire said. He contended networks are necessary, adding that they are subject to exaggerated deprecation by would-be detractors who seek radical changes for private gain.

A network affiliation is essential for the sta-

Let's Face The Facts!
When you "Face the Facts" with Ken Headrick you learn that here is a radio contractor who has built a large early-morning audience. Ken, with his friendly and personal style of showmanship, has become "part of the family" to regular listeners in five states.
Ken starts out the day with his "Early Bird" program...and gives out with selected records, runs family type contests and gimmicks...and royally entertains from one end of the program to the other.
Ken Headrick is a radio man with the background to prove it...from college days and a music and journalism major ...Armed Forces Radio during the war years...to program director and station manager. He knows radio...and knows how to make it worthwhile...for the listener as well as the advertiser. Face the Facts with a Peters, Griffin, Woodward man, or General Manager Harry Burke. Learn how KFAB and Ken Headrick can build sales for you in the Midwest Empire.
People depend on me 24 hours a day. I'm the physical trademark of KFAB, Nebraska's most-listened-to-station.
BIG MIKE
THE MIDWEST-EMPIRE STATION
KFAB
OMAHA NBC RADIO
50,000 WATTS
SO. DAK.
MINN.
IOWA
NEBRASKA
COLO.
KANSAS

tion, he said. He felt option time is necessary for successful network operation and option hours have not precluded WFBC-TV from clearing time during prime viewing hours for outstanding local programs (five hours, 45 minutes of Class A option time during the current week). The tv industry has found "substantially the right prescription" and "major surgery is not indicated."

Harold P. See, *general manager, KRON-TV San Francisco:*

Film distributors, regional and local advertisers have access to a substantial part of tv broadcast time in a three-station market and can have more time when a fourth channel is added, Mr. See said. He explained that KRON-TV, an NBC-TV affiliate, pays film distributors over $800,000 a year, with sponsors paying another $254,000.

Film distributors supplied 43% of the station's programming during the June 3-9 week, he said, adding that the June 24-30 week will consist of network live programs 51.4%; local live 5.4%; feature film 24.4%; syndicated half-hours 18.8%. Films from all sources will constitute 43.2% of the weekly broadcast hours.

The answer to the program problem lies in providing additional facilities with time segments, not tearing down the network option time structure, he said. The plan to designate 8-9 p.m. as time free from option agreements doesn't mean stations would necessarily devote the time to half-hour films, he argued.

Mr. See credited tv with supplying the "mainspring" of the increase in gross national product from $285 billion in 1950 to $387 billion in 1955, doubting if this could have been achieved "on an uncoordinated piece-meal basis." He felt the evolution required "the integration and comprehensive scope of network program services."

OTHER TESTIMONY

Ely A. Landau, *president, National Telefilm Assoc. Inc.:*

Mr. Landau said a monopoly exists in television which is "born of scarcity, a monopoly sired, fostered and perpetuated by the FCC." He said NTA Television Film Network, an NTA subsidiary, will "shortly be engaged in the network business" as the country's fourth tv network (see story, page 48).

He said there "should and must" be a one-transaction method of securing national advertisers and that "appreciation and acclaim" are due the tv networks, but "we are . . . at a loss to understand the cloak of unselfishness that some have ascribed to the networks for their contribution to the growth and development of the television industry."

Mr. Landau said he believes even the networks realize a monopoly exists and criticized what he called a "station monopoly." For example, he said, the only vhf station in Toledo, Ohio [WSPD-TV], is affiliated with all three networks, although Toledo is the 47th ranking consumer market. Although the station serves only 358,740 families, its rates are higher than those in far larger markets where there are more stations. This situation stems from scarcity of stations, he said.

WRCA-TV New York enjoys higher rates than unaffiliated stations in that market because of the "powerhouse" NBC programming, which is a second form of monopoly, Mr. Landau said. Networks control the 7:30-10:30 evening hours because the FCC has "consistently failed to do anything about it," Mr. Landau continued.

The NTA president took issue with criticism of film syndicators by NBC President Robert W. Sarnoff and said, "Maybe it's high time that the networks stopped taking the bows" for such [independently filmed] shows as *I Love Lucy, December Bride, Private Secretary, Schlitz Playhouse of Stars, Ford Theatre, Father Knows Best, The Adventures of Rin Tin Tin* and others. Mr. Landau cited other "outstanding" filmed offerings to tv which have been shown first as motion pictures.

MR. LANDAU

A reduction in option hours will add only a few more hours for sale of filmed programs, he said, while stations benefiting would be the large market independents.

Mr. Landau described NTA's "noble experiment" with General Electric last year to help stations, primarily uhf, to solve programming and financial problems, and said failure of the project stemmed from the failure of the FCC to act on uhf.

Donald G. McGannon, *president, Westinghouse Broadcasting Co.:*

Mr. McGannon said WBC had waited until last week to present its viewpoints on subjects of interest to his company to keep from appearing several times before the committee.

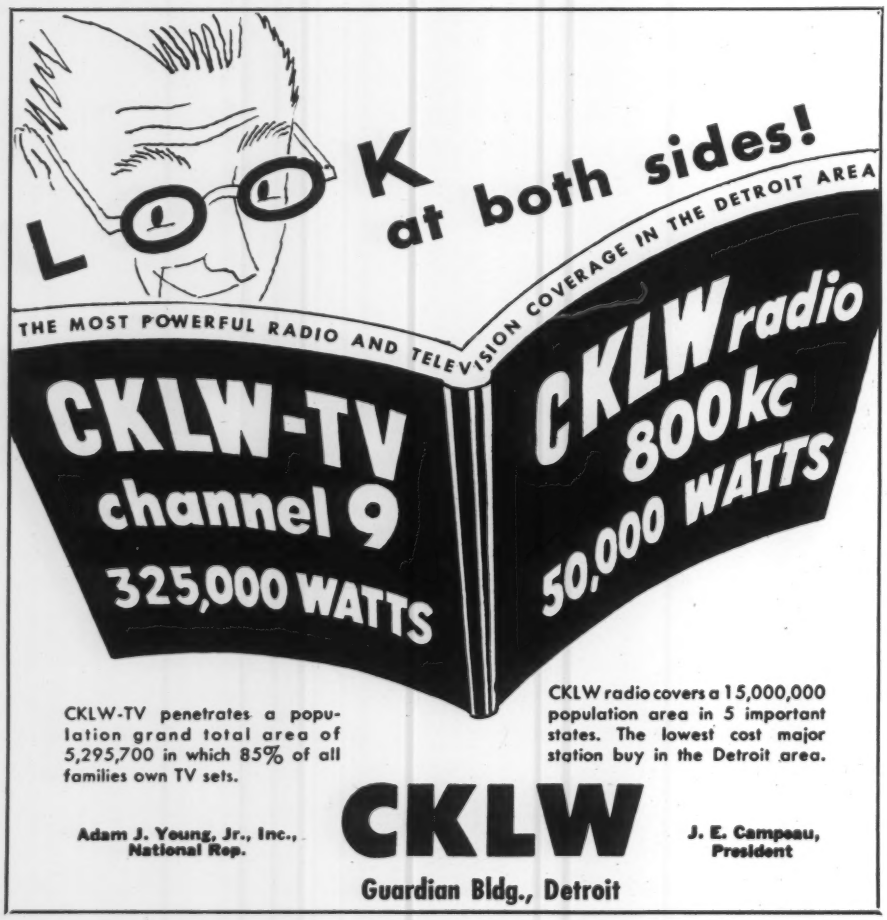
The WBC president's statement dealt with the parent company's role in broadcasting from the founding of KDKA Pittsburgh Nov. 2, 1920. Mr. McGannon described the firm's public service programming on individual stations and on WBC stations as a group. Describing WBC's relations with networks, he said the firm believes option hours are necessary for an effective network operation.

MR. McGANNON

Despite some differences with networks (see story, page 73), WBC's relationships generally have worked out amicably with due recognition to the parties concerned, he said. Mr. McGannon said WBC believes many stations program too many network shows in non-option time, to the detriment of local programming, but felt these shortcomings can be resolved without governmental intervention.

WBC, Mr. McGannon said, advocates a five-year affiliation contract instead of the present two years, so stations can do long-range planning without a feeling of insecurity engendered by the shortness of the contract. He felt networks should own stations so they will know the problems of day-to-day operation of stations. He said WBC opposes FCC regulation of networks because they are "vastly complex and sensitive" operations which such regulation might upset.

On allocations, Mr. McGannon recommended continuance of full power vhf stations in metropolitan areas because reduction in cover-


L O K at both sides!
THE MOST POWERFUL RADIO AND TELEVISION COVERAGE IN THE DETROIT AREA
CKLW-TV
channel 9
325,000 WATTS
CKLW radio
800kc
50,000 WATTS
CKLW-TV penetrates a population grand total area of 5,295,700 in which 85% of all families own TV sets.
CKLW radio covers a 15,000,000 population area in 5 important states. The lowest cost major station buy in the Detroit area.
Adam J. Young, Jr., Inc., National Rep.
CKLW
J. E. Campeau, President
Guardian Bldg., Detroit

age will result in a "shocking reduction in the service to major segments of the population and particularly to those in the rural areas."

For instance, he said, if WBC's WBZ-TV were restricted to the Boston metropolitan area more than three million people would be denied service they have received since 1948.

Any change in existing service should be made only after a "full and complete re-evaluation of uhf," Mr. McGannon said. He said such a study would be supported by WBC and should be done with "expediency and dispatch." It appears to be appropriate, he said, to use "all available effort" to expand facilities so that the first hundred markets will have three comparable tv facilities and to supply incentive for uhf growth by removal of the 10% federal excise tax on all-channel sets.

WBC opposes toll tv, Mr. McGannon said, because the firm believes "the American people will subtly and unsuspectingly be anesthetized into the payment of huge sums, which, though individually nominal, will have a colossal cumulative total."

Questionnaire Sent To All Tv Stations

THE FCC's network study staff has sent all tv stations a 31-question questionnaire and has asked that it be completed and returned by July 31.

The new questionnaire is aimed at developing information regarding network and non-network programming and revenues for all stations. It follows within weeks a similar questionnaire sent by the same group to all tv networks [B•T, May 14].

In a covering letter, Roscoe L. Barrow, dean of the U. of Cincinnati Law School and director of the network study, remarked that the existing chain broadcasting rules were adopted for radio more than 13 years ago. Since then, he recalled, radio has changed, television has "rapidly developed," and "network broadcasting has undergone substantial change."

"In the light of these developments," Dean Barrow wrote, "it is essential that the Commission reappraise the efficacy of these rules in achieving their objectives."

The study, Dean Barrow declared, is concerned with the "opportunities which affiliated and independent stations have to secure national, regional and local advertising, to take advantage of network and non-network program sources, and to initiate local programs so as to supply the needs of the people served by the particular station."

The questionnaire was drawn after meetings with representatives of networks, national spot companies, advertising agencies, talent agencies, film syndicators, AT&T, non-affiliated stations, uhf broadcasters and others, Dean Barrow said. It was also given a "dry-run" with two stations and with broadcaster groups, he added.

The questions deal with such matters as:

- Affiliations.
- Other broadcast station ownership.
- Number of tv sets in service area.
- Rate card charges.
- Station representation.
- Programs for a composite week (ranging from Monday, Dec. 12, 1955, to Sunday, May 6, 1956) including network sponsored and sustaining, in option or other time, local live or film, syndicated film, feature film and sustaining.
- Percentages for composite week using the FCC's definitions of entertainment, religious, agricultural, educational, news, discussions and talks—plus source of program, commercial or sustaining and time segment in which shown.
- Spots and participating announcements and when used; also whether national and regional advertisers or local advertisers.
- Net revenue from non-network time sales for sponsored programs, participating announcements and spots from national and regional advertisers, and local advertisers.
- Type of local advertising by product grouping, ranked according to net time billings.

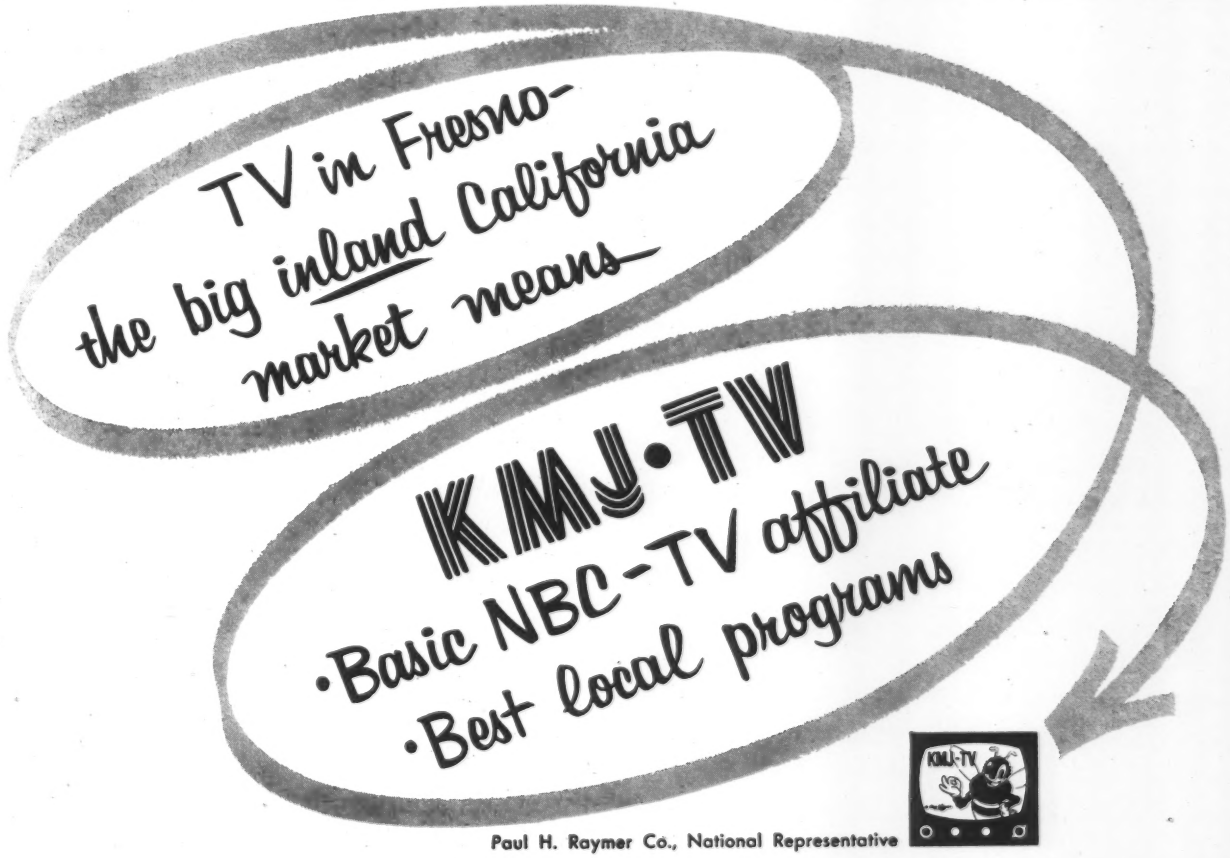
In its questionnaire to networks, the network study staff asked similar details regarding network operations especially network compensation to affiliates, payments by advertisers to networks for time, programs and other services.

Three months ago, the Senate Commerce Committee sent a questionnaire to all network affiliates asking similar questions.

McGannon Tells Why WPTZ (TV) Was Sold

WESTINGHOUSE Broadcasting Co. still would be operating WPTZ (TV) Philadelphia—instead of selling the property (now WRCV-TV) to NBC—if the station had not been faced with loss of NBC affiliation, the Senate Commerce Committee was told last week.

WBC President Donald H. McGannon, testifying before the committee Tuesday on network affiliation practices and other subjects of concern to Westinghouse, said WBC went through with the NBC-WBC swap of radio and tv stations in Philadelphia and Cleveland because NBC had indicated it wanted an owned outlet in Philadelphia. He told Kenneth Cox, committee radio-tv counsel, that NBC had intimated



that if WBC and the network could not come to terms, NBC would acquire another station in the Philadelphia area on which it would put NBC programs, leaving WPTZ to affiliate with ABC.

The "swap" contract, signed May 16, 1955, approved by the FCC in December and consumated in January 1956, involved trading of WBC's WPTZ (TV) and KYW Philadelphia for NBC's WNBK (TV) and WTAM Cleveland, with WBC getting $3 million difference—based on an estimated $600,000 annual differential in earning power between the two properties for five years.

Mr. McGannon made his statements after being questioned on his suggestion that a network's functions in operating a programming service to stations and as an entity engaged in acquisition or upgrading of owned stations be separated. Mr. McGannon had no general or specific idea on how this should be done, but thought it should be considered.

The WBC president said he did not believe NBC affiliation with other WBC properties was a factor in the swap negotiations. Although WBC bought KDKA-TV Pittsburgh during the NBC-WBC negotiations, he said, KDKA-TV does not even have an option time agreement with NBC, although it "ultimately" intends to become a full NBC affiliate, when Pittsburgh has additional vhf outlets. As for WBC's WBZ-TV Boston, the NBC affiliation there was continued as a matter of course, without entering into the negotiations, he said.

Mr. McGannon said that although his firm likes the Cleveland market and thinks its new stations there are having success, Philadelphia, on the other hand, was WBC's top market. He said WBC had assigned a valuation of almost $5 million on WPTZ's NBC affiliation in purchasing the station in the summer of 1953 for $8.5 million. At that time the NBC affiliation had six months to run and NBC indicated it would renew and did renew Jan. 1, 1954. NBC-WBC negotiations for the swap began in September 1954, nine months after renewal of the affiliation, Mr. McGannon said.

The WBC executive told Sen. John O. Pastore (D-R. I.), presiding, that he feels networks should be allowed to own stations—subject to the limitations he suggested—because owned station revenues help support the financial risks of operating a network, that being a licensee of stations helps a network in understanding the problems of all stations and because there are no "compelling" reasons why a network should not own stations.

Mr. McGannon said that WRCV-TV and WRCA-TV New York have coverage overlap in their grade B contours, but not in grade A contours, the latter prohibited by FCC regulations.

Questioned by Sen. John W. Bricker on whether networks should be licensed, Mr. McGannon said network regulation would set up standards of programming and thus, censorship; that under regulation networks would be uncertain of their future and this would affect their ability to attract capital; that "fundamentally," a network is a program service and no suggestion has been made that other program sources be regulated; that government supervision would destroy their creative functions.

John W. Steen, WBC attorney accompanying Mr. McGannon, was asked by Sen. Bricker whether he felt an amendment of the Communications Act, providing for government regulation of networks, would be sustained by the courts. Mr. Steen said he thought there was no question the courts would sustain such an amendment.

WCDA-B	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WRVA-TV	*Richmond*
WSYR-TV	*Syracuse*

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Seven Station Sales Get Approval by FCC

Triangle gets WNHC-AM-FM-TV for $5.4 million, Cowles WHTN-AM-TV for $635,000. Others bring total to $7 million-plus.

SEVEN major station ownership changes were approved by the FCC last week—with the total bill amounting to over $7 million. Among the seven were the $5.4 million sale of WNHC-AM-FM-TV New Haven, Conn., from Aldo DeDomincis and Patrick Goode and associates to Triangle Publications Inc., and the $635,000 sale of WHTN-AM-FM-TV Huntington, W. Va., from Sol J. Hyman and family to Cowles Broadcasting Co. Other sales approved involved KGIL San Fernando, Calif., WCMI-AM-FM Ashland, Ky., KLYN Amarillo, Tex., WKBS Mineola, N. Y., and WAAB Worcester, Mass.

Acquisition of the WNHC properties marks Triangle's fourth purchase in the last year and places it in the top bracket of station ownership. Triangle already owns *Philadelphia Inquirer*-WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, N. Y.; WFBG-AM-TV Altoona, Pa., WLBR-TV Lebanon, Pa. (subject of protest hearings), and 50% of WHGB Harrisburg, Pa.

In this purchase, Triangle (Walter H. Annenberg and family) is acquiring the pre-freeze ch. 8 New Haven outlet, affiliated with ABC and supplementary CBS-TV. The am station operates on 1340 kc with 250 w, and is affiliated with ABC.

WNHC is currently leading the protest against FCC approval of the sale of uhf stations WGTH-TV Hartford to CBS and of WKNB-TV New Britain to NBC.

With the purchase of WHTN-AM-FM-TV, Cowles Broadcasting Co. raised its broadcasting interests to five tv and four radio properties. Cowles stations are KRNT Des Moines and KVTV (TV) Sioux City, both Iowa; WNAX Yankton, S. D.; 60% of KRNT-TV Des Moines; 47% of WCCO-AM-TV Minneapolis-St. Paul (through Minneapolis Star & Tribune Co.); 80% of KTVH-TV Hutchinson-Wichita, Kan. (through Minneapolis Star & Tribune Co.). In addition, Cowles properties include *Des Moines Register* and *Tribune*, *Look* magazine and *Minneapolis Star* and *Tribune*.

Ch. 13 WHTN-TV began operation in October 1955 and is affiliated with ABC-TV. WHTN, on 800 kc with 1 kw daytime, went on the air in 1947 and is an MBS affiliate.

Sale of KGIL San Fernando, Calif., by William Dolph, Herbert Pettey, Howard Gray and associates for $475,000 cash is to Texas evangelist Dr. Pierce Brooks. Dr. Brooks, from Dallas, owns several insurance companies. He has used radio in his ministry.

Independent KGIL went on the air in 1947. It operates on 1260 kc with 1 kw.

WCMI-AM-FM Ashland, Ky., passes from Gilmore Nunn and Charles Sawyer to George H. Clinton for $165,000. Mr. Sawyer, 70% owner of station, is former Secretary of Commerce in President Truman's cabinet. Mr. Clinton is general manager of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., serves as NARTB Third District director, and owns 40% of WTMA Charleston, S. C.

CBS-affiliated WCMI operates on 1340 kc, with 250 w.

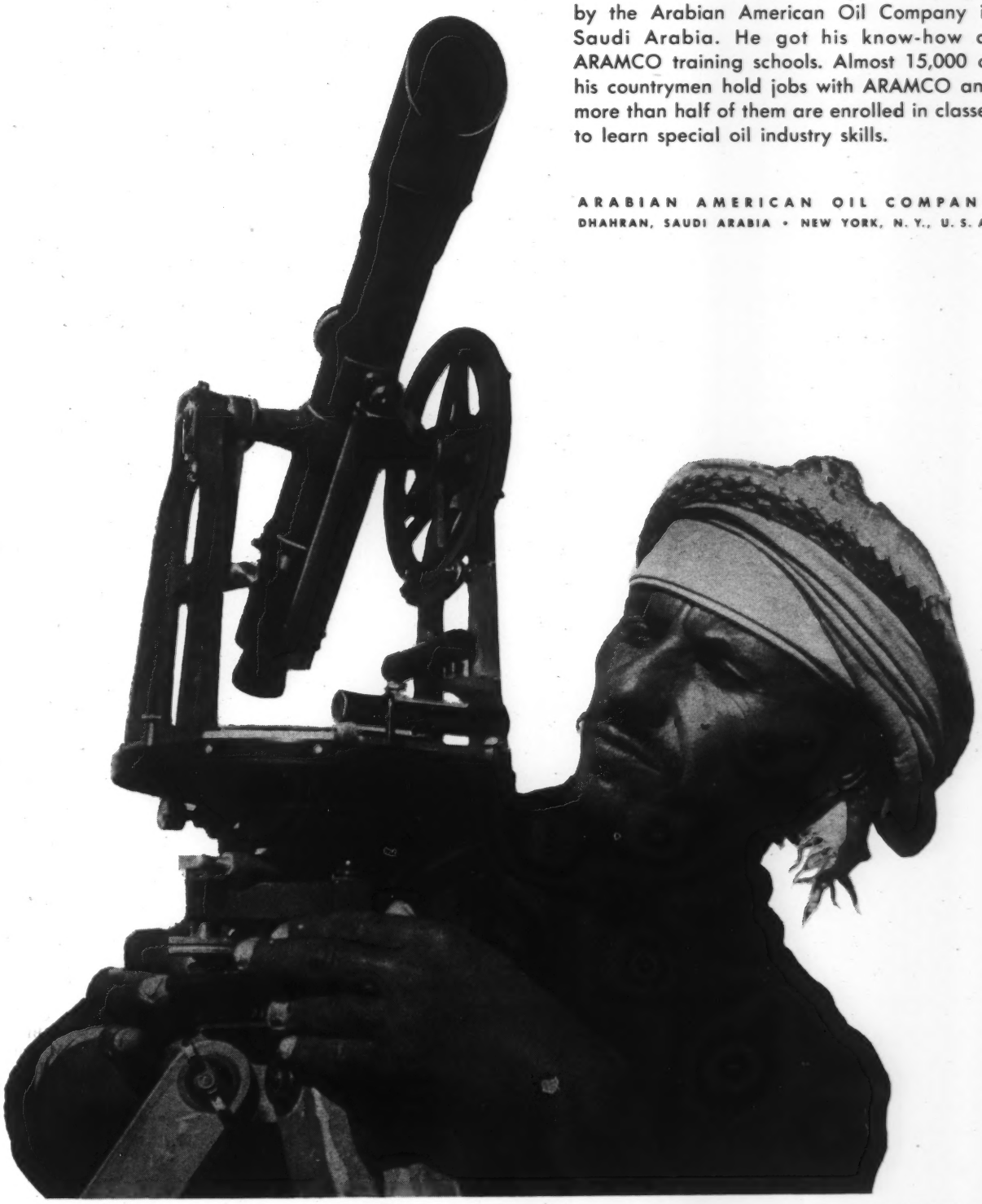
KLYN Amarillo, Tex., was sold by R. G. Hughes to Kenyon Brown for $20,000 in notes and a five-year lease on land and buildings at

Gherilah ibn Saud *has* الخبرة الفنيّة

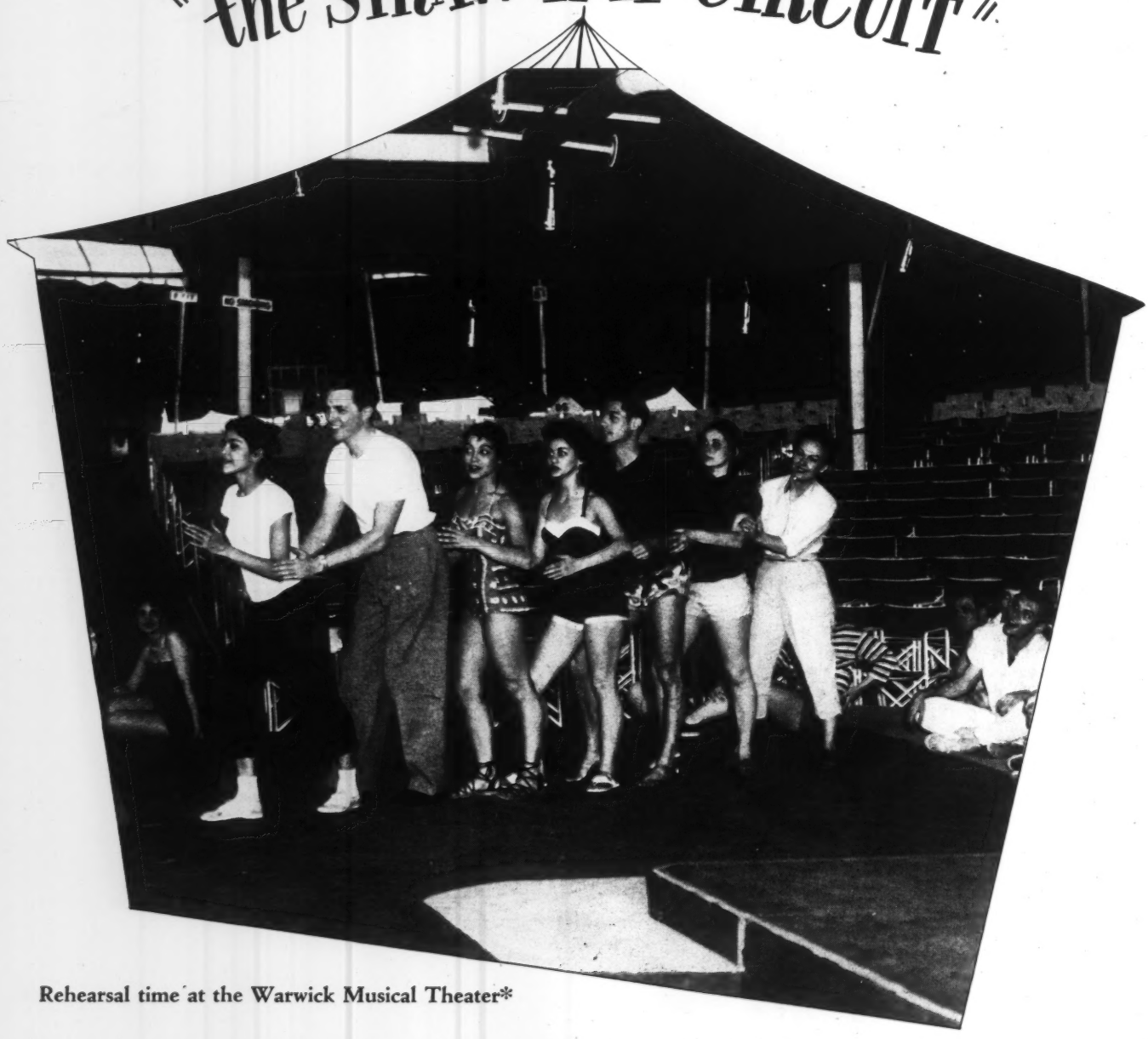
الخبرة الفنيّة is the Arabic for KNOW-HOW which the world over is the key to good jobs, good pay and family security.

Gherilah, an assistant surveyor, is employed by the Arabian American Oil Company in Saudi Arabia. He got his know-how at ARAMCO training schools. Almost 15,000 of his countrymen hold jobs with ARAMCO and more than half of them are enrolled in classes to learn special oil industry skills.

ARABIAN AMERICAN OIL COMPANY
DHAHRAN, SAUDI ARABIA • NEW YORK, N. Y., U. S. A.



WJAR-TV *covers* "the STRAW HAT CIRCUIT"



Rehearsal time at the Warwick Musical Theater*

WJAR-TV CHANNEL 10 PROVIDENCE RHODE ISLAND

NBC Basic — ABC Supplementary

Summer finds thousands of people relaxing in Southeast New England's popular vacation areas — Cape Cod, Newport, Narragansett Pier, Nantucket, Martha's Vineyard, the South Shore, Block Island, and Watch Hill . . . to name a few. These ideal pleasure spots are famous for the wonderful variety of enjoyment they offer, including the glamorous summer theaters. All these enthusiastic visitors naturally look to Channel 10 for the best entertainment medium of all, so your message enjoys a plus value in the good old summertime.

**There are more than a dozen popular "Straw Hats" in Channel 10's viewing area*

Represented nationally by WEED Television

$500 a month. Mr. Hughes also owns KHUZ Borger, Tex. Mr. Brown owns KWFT Wichita Falls, Tex.; 50% of KANS Wichita, Kan.; 49% of KBYE Oklahoma City, Okla.; 20% of KGLC Miami, Okla., and 33.3% of KFEQ-AM-TV St. Joseph, Mo. KLYN, operating on 940 kc with 1 kw, is affiliated with CBS.

The $116,500 sale of WKBS Mineola, N. Y. is from Key Broadcasting System Inc. to Seymour Weintraub. Mr. Weintraub is president-23.53% stockholder of KEYD-TV Minneapolis and is also president of Flamingo Pictures. Independent WDBS operates on 1520 kc with 200 w daytime.

Waterman Broadcasting Corp, acquired WAAB Worcester, Mass., for $163,000. Sole owner Bernard Waterman is sports director at WMAY Springfield, Ill. WAAB, operating on 1440 kc with 5 kw, is affiliated with ABC and MBS.

BAY AREA GRANT FOR CH. 2 PROPOSED

GRANT of ch. 2 at Oakland (San Franciso), Calif., should be awarded to Channel Two Inc., an FCC hearing examiner recommended last week. In an initial decision, Examiner Thomas H. Donahue proposed to deny the two competing applications of Television East Bay and San Francisco-Oakland Tv Inc.

Mr. Donahue found the Channel Two group (Stoddard P. Johnston, Howard L. Chernoff and others) superior or equal to the other applicants in all comparative areas except integration of ownership and management, in which he favored San Francisco-Oakland Tv Inc. (Ward D. Ingrim and William D. Pabst). Mr. Ingrim is general manager of Don Lee Broadcasting System, division of General Teleradio, and Mr. Pabst, a former General Teleradio executive, is general manager of KFRC San Francisco.

Mr. Donahue found that an option by G-T to purchase 40% of San Francisco-Oakland (canceled after the hearing record was closed) would lend some doubt as to the eventual control of the applicant.

Channel Two was accorded a clear preference for past broadcasting experience, largely from the record of Mr. Chernoff, 25-year broadcasting veteran and former general manager of KFMB-AM-TV San Diego, Calif., when that station was owned by the John A. Kennedy interests. Mr. Johnston, majority (35%) stockholder in Channel Two, is Mr. Kennedy's stepson. The examiner found that Television East Bay was handicapped in the area of broadcast-experience because of the short duration of managerial employment of Donald A. Norman, 2.10% East Bay stockholder and its proposed general manager. Mr. Norman, former NBC evecutive, served as general manager of that network's KNBH-AM-TV Los Angeles (now KRCA-AM-TV) from 1952 until 1954. East Bay is 60.85%-owned by oilman Edwin A. Pauley, former government official (in 1947-48 he was special assistant to the Secretary of the Army).

In favoring Channel Two in the area of program proposals, the examiner leaned heavily on that applicant's "service philosphy." Channel Two, he found would maintain a studio only in Oakland and program specifically to the east side of the bay area, whereas the other applicants proposed to serve both the east bay and west bay areas, with studios in each. He found Channel Two's proposal more meritorious because east-bay communities have long been neglected insofar as having a local tv outlet was concerned, whereas, the west-bay area had five tv stations.

Commission Authorizes AT&T 'Scatter' Service

FIRST regular authorization to use the newly discovered "scatter" technique for long-haul, over-the-horizon communications was issued by the FCC last week.

The Commission authorized AT&T to furnish on a regular basis radiotelephone service between Florida and Cuba, utilizing tropospheric "scatter" techniques which permit direct connection over 180 miles of water without the need for intermediate relay stations. Frequencies to be used are 840-880 kc, part of the uhf television band.

AT&T has indicated that it intends to offer television service on the same link at a later date.

The telephone company received experimental authority to test the possibilities of "scatter" propagation in December 1954. At that time, AT&T was required to protect uhf stations on or near these frequencies and the regular authorization issued last week continued these conditions.

AT&T has reported to the Commission that its experiments were successful. The regular permit to use these frequencies will permit it to augment its present submarine cable telephone communications facilities to Cuba with a radio link handling telephone and aural broadcast programs.

The phenomenon of forward "scatter" has been known for some time, but it was only in the last few years that methods of utilizing this were realized. Until recently, it was believed by engineers that vhf and uhf reception more than 40-60 miles from the transmitter were propagation aberrations. Experiments at the National Bureau of Standards Radio Propagation Lab., Boulder, Colo., at MIT's Lincoln Lab., Bell Labs., Collins Radio Co., RCA and others indicated that these "freaks" could be used since they occurred regularly.

The "scatter" signals are of minute strength and require extra-high powered transmitters and large, highly directional, high-gain receiving antennas. Vhf and uhf signals are refracted downward by both the ionosphere and the troposphere. Both are ionized layers above the earth's surface.

It has been determined that vhf frequencies (25-60 mc) using the ionosphere can be transmitted 1,000-1,500 miles regularly and reliably. Tv's ch. 2 occupies the 54-60 mc band. Uhf frequencies (300-5,000 mc) using the troposphere can be received up to 300 miles. This is the method AT&T is using to cross the Straits of Florida. The military services have been using this means to cover great distances in the Arctic and elsewhere. Because of its low signal level, "scatter" transmissions are believed difficult to jam and to intercept.

Justice Dept. Says Video Is Cause for Movies' Plight

THE PLIGHT of motion picture exhibitors today is mostly due to television, the antitrust division of the Dept. of Justice has pointed out in a report to the Senate Small Business Committee on how the 1941 Paramount Pictures consent decree has worked out.

"The motion picture industry has recently undergone and still faces a time of difficult transition," the Justice Dept. said. It pointed to theatre attendance in 1932-33 of 60 million, and in 1946-47-48 of 90 million. In 1955, the Justice Dept. reported, movie attendance was down 50%, to 45.8 million.

"This decline," the department said, "stems in the main from the growth of television." It pointed out that in January 1948, there were 17 commercial stations on the air and by January 1956 there were 482 stations on the air. "Correspondingly," Justice Dept. declared, set ownership has risen from 1 million at the beginning of 1949 to 36.9 million by January 1, 1956.

Theatres have also suffered from the competition of newly-constructed drive-ins, Justice Dept. said.

The Justice Dept. report was in answer to a request from Sen. Hubert H. Humphrey (D-Minn.), chairman of the Senate Small Business subcommittee on retailing, distribution and fair trade practices. That subcommittee heard testimony from motion picture exhibitors last March. The text of the Justice Dept. report was made public by the Senate Small Business Committee.

Commission Awards Five Am Construction Permits

FIVE new am grants were announced by the FCC last week. Construction permits were awarded to:

• Eureka, Calif.—W. H. Hansen, 790 kc, 5 kw daytime. Mr. Hansen is 33.3% owner of both KBOY Medford, Ore., and KLAD Klamath Falls, Ore.

• Palm Springs, Calif.—George E. Cameron Jr., 920 kc, 500 w daytime. Mr. Cameron is former 70% owner of KOTV (TV) Tulsa, Okla., and is a director of Hartford Telecasting Co., applicant for ch. 3 in Hartford, Conn.

• Jerome, Idaho—Northside Broadcasters Inc., 1400 kc, 250 w unlimited. Principals are President Karl Metzenberg (33.3%), continuity director at KUMA Pendleton, Ore.; Vice President Herbert Everitt (33.3%), KUMA sales manager; Secy. Tom Prescott (16.6%) and Treas. Charles L'Herrison (16.6%).

• Milford, Mass.—James W. Miller, 1490 kc, 100 w unlimited. Mr. Miller is 50% owner of WESO Southbridge, Mass., and is president of The Tele-Pool Corp., radio-tv advertising agency.

• Columbia, Tenn.—Columbia-Mt. Pleasant and Spring Hill Radio Corp., 1280 kc, 1 kw daytime. Principals are equal owners Claude H. Turner, H. F. McKee and Jack G. Dunn.

KTRK-TV Asks for Hearing On Proposed KGUL-TV Sale

KTRK-TV Houston, Tex., last week asked the FCC to set for hearing the proposed $4.25 million sale of KGUL-TV Galveston, Tex., to Lone Star Tv Corp. (Lone Star is 90% owned by J. H. Whitney Co., 10% by Paul Taft, present 40.5% KGUL-TV owner). KTRK-TV questioned the effect of the brother-in-law relationship of Mr. Whitney and William S. Paley, board chairman of CBS, and also raised a question of trafficking in a tv license.

The trafficking allegation referred to an option agreement between Lone Star and Wesley West (10% KGUL-TV owner), whereby Mr. West will sell his interest to the Whitney group for $386,520 ($644.20 per share for 600 shares). KTRK-TV pointed out that Mr. West acquired his interest only last January for $150,000 ($250 a share), and will realize a profit of $236,520 if the sale goes through.

KTRK-TV, which has been battling a proposed move by KGUL-TV to a site nearer Houston, also questioned the advertising practices of the Galveston station, charging that KGUL-TV was promoting its new site before final FCC approval was given to the shift [B•T, Feb. 6].

WNCT is Eastern Carolina's No. 1 TV Station

FIRST in every minute of every hour of every day, day and night*

WNCT Greenville ★ N. C.

channel 9 PRIMARY CBS AFF.

316,000 watts full time

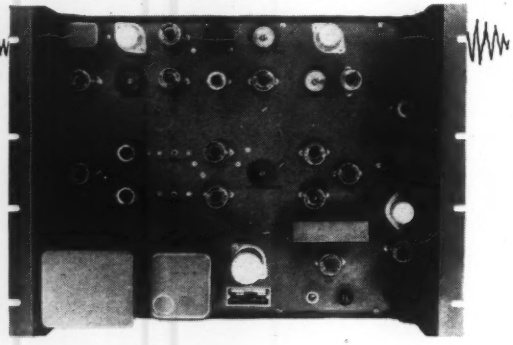
A. Hartwell Campbell, Gen. Mgr.

JOHN E. PEARSON CO., NAT'L. REP. ● JAMES S. AYERS, S.E. REP., ATLANTA

*Jan. '56 Pulse—19 counties

NEMS • CLARKE

Type TS-1 Telesync



The Type TS-1 Telesync equipment has been designed specifically to meet the requirements for a quality unit for generating RETMA sync signals when used in conjunction with a high fidelity TV receiver such as the NEMS - CLARKE TR-1 or equivalent. It embodies features which insure reliability for full-time commercial use and provides signals of exceptional quality.

SPECIFICATIONS

Type	Mixed Sync
Level	3 to 8 volts, peak-to-peak into a 75 ohm load
Polarity	Negative
Vertical Drive	6 volts peak-to-peak at 60 cycles into a 75 ohm load
Horizontal Drive	6 volts peak-to-peak at 15,750 cycles into a 75 ohm load
Mixed Blanking	6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Mixed Sync	6 volts peak-to-peak at Standard RETMA signal into a 75 ohm load
Power Supply	Self-Contained
Power Requirements	117 v, 60 cycles, 105 watts
Size	13¾" x 19" x 3½"
Finish	Dark umber gray

FOR FURTHER DETAILS WRITE DEPT. M-1

NEMS – CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

FCC Sits for Orals On Four Tv Proposals

ORAL ARGUMENTS were heard by the FCC last week on four tv proposals: a transmitter-site change, a sale, and new construction permits for Ephrata, Wash., and Orlando, Fla.

WKNX-TV Saginaw (ch. 57) and WWTV (TV) Cadillac (ch. 13), both Mich., arguing against a transmitter-site move proposed by WJRT (TV) Flint, Mich., urged the Commission to find WJRT (owned by WJR Detroit) unreliable because of "complete departures" from its original proposals for transmitter site and network affiliation. WJRT's original proposal called for DuMont affiliation and a transmitter site at Clarkston (19 miles southeast of Flint, 27 miles from Detroit), but the station applied for and had approved last April CBS affiliation and transmitter site at Chesaning (20 miles northwest of Flint, 72 miles from Detroit). FCC Hearing Examiner Herbert Sharfman recommended denial of the protests against the move [B•T, Jan. 23].

Protesting the proposed $298,800 sale of WROW-AM-TV Albany, N. Y., to CBS commentator Lowell Thomas and associates, ch. 35 WTRI (TV) that city alleged that a prior agreement looking toward network affiliation for ch. 41 WROW-TV was reached between Mr. Thomas and CBS, the result of which was that WTRI was deprived of the right to compete for national network service. WTRI lost its CBS affiliation to WROW-TV after the Thomas group bought the stations. WTRI ceased operations shortly thereafter, but recently returned to the air. Call letters of WROW-AM-TV have been changed to WCDA-AM-TV.

KSEM Moses Lake, Wash., charged that the FCC grant of ch. 42 at Ephrata to KBAS-TV, violates Commission policy on overlap and concentration of mass media control. The grant, for satellite operation, upheld by an FCC hearing examiner [B•T, Jan. 2], would give Cascade Broadcasting Co. (which owns KBAS-TV through subsidiary Basin Tv Co.) a "complete monopoly in four markets," KSEM said. KSEM, which had sought to have ch. 8 at Walla Walla, Wash., re-assigned to Moses Lake, said that the Ephrata grant might forever preclude the establishment of local tv service at Moses Lake. Cascade operates KIMA-TV Yakima, Wash., and its satellite, ch. 19 KEPR-TV Pasco. It is permittee of ch. 3 KLEW-TV Lewiston, Idaho, which along with KBAS-TV, is planned for operation as a KIMA-TV satellite.

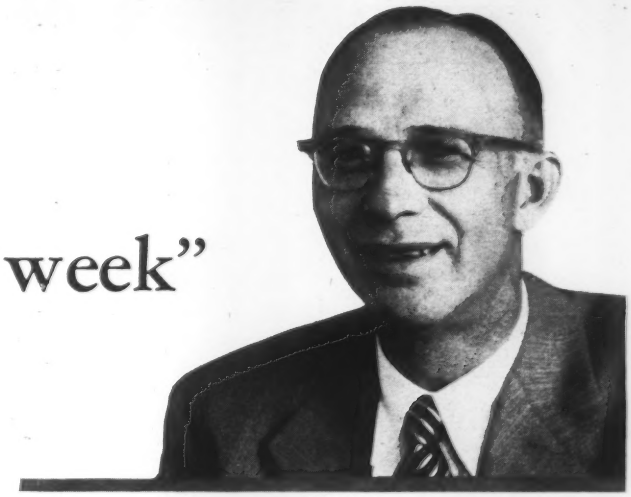
The role of Will O. Murrell Sr., in the tv venture of WORZ Orlando, Fla., proposed grantee of ch. 9 there, was de-emphasized by WORZ and accentuated by WLOF, proposed losing applicant for the vhf channel. WLOF argued that WORZ should be faulted because of alleged improper conduct that resulted in Mr. Murrell being suspended for one year by the Florida Bar. Although his family has, Mr. Murrell has not either interest in or influence on its policies, WORZ said. WORZ questioned the conduct of Hyman N. Roth, WLOF officer, concerning a letter sent to the FCC ostensibly by the bar association telling about Mr. Murrell's bar suspension. WORZ said that Mr. Roth, bar association president, has accepted responsibility for the letter, sent under the name of the association treasurer without the latter's knowledge or consent.

Rounsaville Seeks Fla. Am

APPLICATION seeking a new am to be operated on 1010 kc with 10 kw in Tampa, Fla., was filed with the FCC last week by multiple station owner Robert W. Rounsaville. Con-

"I consider Ad Age 'must reading' every week"

says **PAUL S. PATTERSON**
Director of Advertising
Florida Citrus Commission



"Advertising Age is the only advertising trade paper which I consider I must read every week. Its reporting is up-to-the-minute, factual and complete. I have been a cover to cover reader for many years, and clip many AA items for future reference."

PAUL S. PATTERSON

Prior to 1953, "Pat" Patterson was associated for 11 years with Rieck-McJunkin Dairy Co., where he was director of advertising and merchandising. Today, he has the responsibility of administering a consumer advertising program involving 3 million dollars, a $100,000 medical-professional ad campaign and a $100,000 food publicity campaign. During the three years he has served the Commission, Florida has produced two of the largest citrus crops in history. In many respects, the current season is regarded as one of the most successful because, while production is high, prices have been above the post-war average for all fruits and products. No small part of this achievement can be credited to the demand created by effective advertising.

When time is short and the chips are down on which publication gets read, you can count on most of the sales, advertising and marketing executives who are important to you turning to Advertising Age. There's something about its crisp and fresh reporting of late news, trends and developments that keeps it indispensable—not only to those who *activate,* but to those who *influence* important market and media decisions.

Florida Citrus, for example, ranks among the top 25 tv spot advertisers.* To get the coverage it wants in some 67 markets during 1956-57, the Commission tentatively plans to use 276 tv spots per week on 107 stations. Recent approvals call for $1,675,000 to be spent in spot broadcasts—$1,571,000 in tv spots and $104,000 in radio spots.

Every week, the editorial and advertising columns of Ad Age get read, clipped and discussed by members of the Commission. Further, among the agencies handling its advertising—Benton & Bowles, Noyes & Sproul, Dudley Anderson & Yutzey—*82 paid subscription copies of Ad Age* get a similar "going-over" every week.

Add to this AA's similar penetration of advertising agencies with a weekly paid circualtion of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and **you'll recognize in Advertising Age a most influential medium** for swinging broadcast decisions your way in 1956.

*N. C. Rorabaugh Estimate for Television Bureau of Advertising

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

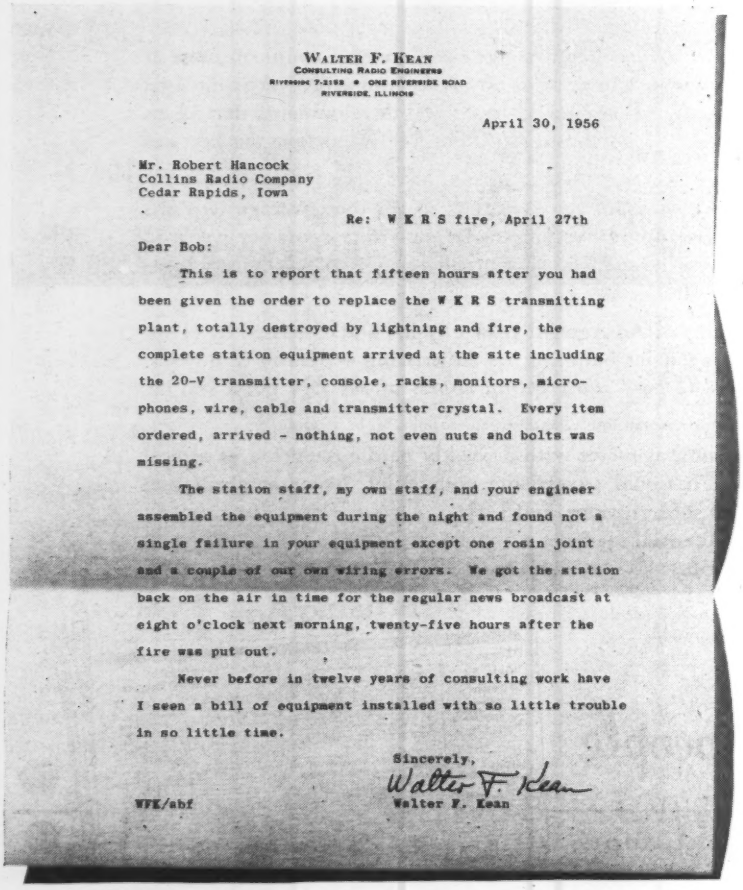
ABC ABP NBP

Blackened ruins of the WKRS transmitter room. Lightning started the fire in the switch panel at left.

Twenty-five hours later, WKRS resumes transmission. WKRS engineer Stanley Chadwick and Collins engineer Charles Lowder watch the Collins 20V warm up as Control Engineer Sam Kabak waits for the signal.

Lightning burns out WKRS

Complete Collins Station arrives in 15 hours



WALTER F. KEAN
CONSULTING RADIO ENGINEERS
RIVERSIDE 7-2188 • ONE RIVERSIDE ROAD
RIVERSIDE, ILLINOIS

April 30, 1956

Mr. Robert Hancock
Collins Radio Company
Cedar Rapids, Iowa

Re: W K R S fire, April 27th

Dear Bob:

This is to report that fifteen hours after you had been given the order to replace the W K R S transmitting plant, totally destroyed by lightning and fire, the complete station equipment arrived at the site including the 20-V transmitter, console, racks, monitors, microphones, wire, cable and transmitter crystal. Every item ordered, arrived - nothing, not even nuts and bolts was missing.

The station staff, my own staff, and your engineer assembled the equipment during the night and found not a single failure in your equipment except one rosin joint and a couple of our own wiring errors. We got the station back on the air in time for the regular news broadcast at eight o'clock next morning, twenty-five hours after the fire was put out.

Never before in twelve years of consulting work have I seen a bill of equipment installed with so little trouble in so little time.

Sincerely,
Walter F. Kean
Walter F. Kean

WFK/abf

At 3:20 a.m., Friday, April 27, lightning struck the WKRS transmitting tower at Waukegan — sizzled through the switch panel and started a fire. The building was gutted. All broadcasting equipment in the Waukegan News-Sun station was destroyed. Damage was estimated at $100,000.

The fire was discovered at 5:15 a.m. A nearby fire department had the blaze under control in about an hour.

As soon as station management were notified, they started steps to resume transmission. Crews of men were called in to shovel out the debris as carpenters, electricians and engineers started to rebuild the station's interior.

Collins Radio Sends Equipment

Walter F. Kean, consulting radio engineer at Riverside, Illinois, was called and given the job of procuring and installing new Collins equipment. After a telephone conference with WKRS, he called Collins in Cedar Rapids and placed the order.

By 10:00 a.m. that morning, complete station equipment was loaded on a truck and on its way to Waukegan. A Collins 20V transmitter, console, and all necessary accessory equipment arrived at 9:00 p.m. that night, just 15 hours after the order had been placed.

Collins Engineer Charles Lowder met the WKRS and Walter F. Kean staffs at the burned-out building and they started installing the equipment.

Station Resumes Transmission at 8:04 a.m.

Crews worked through the night. At 8:04 a.m., WKRS signed on as announcer Brad Crandall introduced the regular Wake-Up Time show. Twenty-five hours had gone by since the fire had been put out.

Collins
CREATIVE LEADER IN BROADCAST EQUIPMENT and Service

855 35th St. N.E., Cedar Rapids, Iowa • 261 Madison Avenue, New York 16 • 1200 18th Street N.W., Washington, D.C. • 1930 Hi-Line Drive, Dallas 2 • 2700 W. Olive Avenue, Burbank • 1318 4th Avenue, Seattle • Dogwood Road, Fountain City, Knoxville • 4471 36th Street N.W., Miami Springs • 11 Bermondsey Road, Toronto 16, Ontario.

struction cost was estimated at $34,446, first year operating cost at $60,000 and revenue at $85,000. Mr. Rounsaville owns WQXI and WATL-TV Atlanta, WQXL-TV Louisville, Ky., WQXN-TV Cincinnati, WBAC Cincinnati, WOBS Jacksonville, Fla., WMBM Miami Beach, Fla., and WLOU Louisville, Ky.

Oral Argument Planned By FCC on WESH-TV Sale

SALE of WESH-TV Daytona Beach, Fla., from Telrad Inc. to WCOA Pensacola (J. H. Perry interests), subject of protests by Theodore Granik and William H. Cook since April 25—date FCC approved sale without a hearing—was designated for oral argument last week by the FCC. This action followed a U. S. Court of Appeals decision [B•T, June 4] setting aside FCC approval of the sale of WMFJ Daytona Beach by W. Wright Esch to WMFJ Inc., and ordering the Commission to grant Messrs. Granik and Cook a hearing on the transaction. Mr. Esch, Adelaide B. Esch and Louis Ossinsky own Telrad Inc.

The FCC approved (without hearing) the sale of WMFJ [B•T, July 4, 1955] despite objections by Messrs. Granik and Cook, who said they had an option to buy WMFJ and the ch. 2 cp at Daytona Beach. The FCC refused to hear Messrs. Granik and Cook's protests on the grounds that the option agreement was not part of the matters before the Commission.

A request by protestants Granik and Cook for withdrawal of the Commission's May 29 special temporary authorization to begin commercial operation issued to WESH-TV was denied by the FCC last week. Mr. Granik, producer of *American Forum of the Air* (NBC Radio, NBC-TV) and *Youth Wants to Know* (NBC-TV), and Mr. Cook are officers of WJNO-TV Palm Beach, Fla. WFMJ principals are Harold Kaye and Emil Arnold.

FCC Money Bill Passes Hill

FCC appropriation of $7,828,000 for fiscal year 1957 was included in the passage last Wednesday by Congress of the Independent Offices Appropriation bill (HR 9739). This is $22,000 less than recommended by the President, but $28,000 more than the House recommended. The Senate replaced the $28,000. FCC had a 1956 appropriation of $7,323,000.

FCC Makes Tv

NEWSWORTHINESS of comparative hearings for tv channels has always been known among Washington observers and within the broadcasting industry. But the public has seldom been aware of the dramatic elements in the battle for tv frequencies. That matter will be remedied this week when ch. 3 WBTV (TV) Charlotte, N. C., will bring a news camera into an FCC hearing room to record on film and with sound the oral arguments before the FCC *en banc* in the pending ch. 9 Charlotte case. The three applicants for the channel are Piedmont Electronics & Fixture Corp., which holds an examiner's initial decision in favor of the grant; WSOC Charlotte, and Carolinas' Television Corp. Piedmont is owned largely by WTVJ (TV) Miami interests (Mitchell Wolfson, Sidney Meyer) and the Belk department store interests. Carolinas' is owned largely by Broadcasting Co. of the South (WIS-AM-TV Columbia, S. C., and WIST Charlotte, N. C.) and local men.

PLAYBACK

QUOTES WORTH REPEATING

ON TOOTING ONE'S HORN

Thad Brown, NARTB vice president, speaking at the Maryland-District of Columbia Broadcasters Assn., June 16:

FOR SOME REASON or other our industry has reserve beyond all bounds with regard to the announced pat-on-the-back and with regard to letting the public know more about our industry.

Importance is made, not born. The world often sees you as you see and treat yourself. This brings us to the matter of editorializing [as] it relates to utilizing our own media for the purpose of establishing public and self-respect and esteem.

It is just so darned much easier to sit back, keep one's nose clean and out of controversy. The renewal application will probably clear the Commission so much more smoothly and effortlessly. It is so much easier to be a businessman than a broadcaster.

But I am wondering if the broadcaster engaging in well-rounded programming, who with self-respect is ready to assert himself on public issues with the taste, discretion and reason which should be expected of him, would not in the long run gain for himself and for the industry as a whole a firmer long-range foundation of respect and esteem and of stature.

ART, NOT ASSEMBLY LINE

Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING, *speaking at the Maryland-District of Columbia Broadcasters Assn., June 16:*

I DO NOT RECALL a time when so many people in so many agencies of government were spending so much time and taxpayers' money investigating broadcasting, especially television. To a large extent these investigations are founded in the belief that television is no more than an industry—a collection of factories which turn out programs and advertising in much the same way that Procter & Gamble manufactures soap.

The people in government, therefore, are thinking of regulating broadcasting by the same standards which they apply to the regulation of industry, particularly those elements of industry in the public utilities class. The government investigators are totally ignoring the special nature of broadcasting as a producer and conveyor of ideas.

For this reason it seems to me the greatest need of broadcasting at the moment is a public relations campaign with the objective of explaining the accomplishments of broadcasting and the tremendous value of broadcasting to the cultural and intellectual growth of the country. [This] campaign must begin within your own shop.

You must first convince yourself that you are in the profession of communicating. Then you must convince your staff that they are members of that profession and must adhere to the very highest standards of a most demanding way of work. With such convictions obtaining throughout your own establishment, you will produce—as no "industry" can—an output of creative vitality which will attract attention and respect.

TV—THE MASS ART

Ted Mills, producer, NBC-TV, before Indiana U. Radio-Tv Banquet:

UNDER the terms the mass-communications revolution has laid down for us—terms we cannot, no matter how we wring our hands, avoid—that fare which does not reach millions simply is not mass fare, and I submit that, if it does not reach millions, it is an artistic failure in our time. I say this because I believe that it's possible to be both good and popular. It is not only possible but actually—these days—it happens more every day as television grows up. Maurice Evans' production of "The Taming of the Shrew" was so gay and star-studded and robust that it drew an audience of some 15 million people. And it was sponsored by a delighted sponsor. It was sound business Shakespeare. Ed Murrow is helping to make responsible reporting a mass art, not only because he is a dedicated, extraordinarily honest reporter, and because millions see and like and tune to his show, but also because he's sponsored, too.

The trouble is that the liberal arts faculties of too few American universities have accepted the intellectual challenge the contemporary mass arts pose, on the mass arts terms.

They accept contemporary realities elsewhere in their curricula. The liberal arts undergraduate is almost everywhere provided with the very latest *economic* theory, evaluated for him by academic scholarship. He has access to the latest concepts in science of every description. But in the area of the humanities, he's left largely in the dark as to the meaning, and direction, and potential of the biggest cultural revolution in modern history. Indeed, he's permitted to feel that it's of second-rate importance to his university, and to him, and his time. The formal relationship between the necessary vocational understanding of the invention of television, on the one hand, and the humanities of the past on the other, is frequently merely coincidental.

This divorcement is, very simply, an anachronism. Times have changed. Good and bad, mass art is as much the fabric of our time as any other kind of art. And its need for reliance on the great creative thinking of the past is perhaps more important *because* it's mass art.

To: AGENCY MEN WHO AREN'T AFRAID TO STICK THEIR NECKS OUT . . . WHEN THE FACTS ARE ON YOUR SIDE

In the leisurely pace of this thriving southern city they tell us part of an agency man's responsibility to his client is to keep abreast of local changes . . . to spot a "Comer" when a new one comes striding by.

In Roanoke this new "Comer" is WROV, moving up this past year to #2 Spot, morning, afternoon and night! How come? Top area personalities, compelling local promotions and remarkable sales results.

While all other stations lost audience, WROV alone increased its listeners, morning, afternoon and night! Not little increases, either. When you can give your client 66% MORE AUDIENCE than you did last year, (that's what happened in the afternoon) . . . 40% MORE AUDIENCE at night, brother, you've got a Winner!

Maybe your client can't measure RESULTS as directly as the more than 100 local accounts who hire WROV Personalities to sell for them; but you're not sticking your neck out far when you join General Motors Acceptance Corp., St. Josephs Aspirin, Tetley Tea, Phillips 66, Mrs. Filberts, Bireleys, Shell, Stanback, Clapps, Schlitz and Budweiser!

Move your client closer to the listeners . . . to WROV Roanoke's only fulltime Music-News-and-Sports station. The price is right: Check SRDA for Best Buy Packages!

Represented by
BURN-SMITH CO., INC.

Ad MAN'S BEST FRIEND

1240 ON YOUR DIAL

WROV

Burt Levine, Pres.
ROANOKE, VIRGINIA

4 STATIONS FIND BUYERS DURING WEEK

They include WFIE (TV) Evansville, Ind.; KLAS-TV Las Vegas, Nev.; KSFO San Francisco, and WPAL Charleston, S. C. All but WFIE have filed for FCC approval.

PURCHASE of uhf WFIE (TV) Evansville, Ind., by WAVE Inc., Louisville, Ky. (WAVE-AM-TV), was announced last week, with application for FCC approval expected to be filed this week. One other tv and two am sales were filed during the last week for Commission approval. These included KLAS-TV Las Vegas, Nev., KSFO San Francisco and WPAL Charleston, S. C.

In purchasing ch. 62 WFIE, affiliated with ABC and NBC, WAVE Inc. is reported paying approximately $587,000—the exact price to be determined by audit and the payment of certain liabilities. Book value of WFIE stock was set as $63,880 as of March 31.

WFIE began operating in November 1953. It is owned by Jesse D. Fine and family and has been one of the proponents of deintermixture in the Evansville market.

No change in personnel will be made, WAVE Inc. declared in announcing the purchase. Ted Nelson is general manager of WFIE.

WAVE-TV has been operating since 1948 on ch. 3. It is affiliated with NBC and ABC and is owned by George W. Norton.

Control of ch. 8, CBS-affiliated KLAS-TV, was bought by H. H. (Hank) Greenspun through the purchase of 124.5 shares from R. G. Jolley for $50,000. This transaction will give Mr. Greenspun 67.525% ownership.

Mr. Jolley is selling his remaining 500 shares to the company, which also will redeem a $20,000 note held by Mr. Jolley for $270,000.

Mr. Greenspun will pay Mr. Jolley $1,000 a month beginning in May 1958. The company will pay Mr. Jolley $30,000 cash and $2,000 a month for 10 years at no interest. Mr. Jolley owns 41.6% of the television company and KLAS Las Vegas.

KLAS-TV balance sheet as of March 31 showed total assets of $351,403, with total current assets listed at $112,572. Total current liabilities were shown at $31,127, with fixed liabilities at $141,693, earned surplus $1,388 and net profit $27,194. Replacement value of the station's land, buildings and equipment, after depreciation, was put at $95,150. KLAS-TV began operating in July 1953.

Mr. Greenspun's net worth was given as $2.25 million. He is president of the Nevada State Press Assn., and owns 76% of the *Las Vegas Sun*.

Cowboy star Gene Autry and Robert O. Reynolds are buying KSFO San Francisco for $951,333 in cash and assumption of liabilities [B•T, June 18]. KSFO is an independent on 560 kc with 5 kw daytime and 1 kw nighttime. Messrs. Autry and Reynolds are buying the station from sole owner Wesley I. Dumm, who also is chief owner of KXA Seattle, Wash. Messrs. Autry and Reynolds own KMPC Los Angeles. Mr. Autry also is majority owner of KOOL-AM-TV Phoenix, Ariz., and part owner of KOPO-AM-TV Tucson, Ariz.

KSFO's balance sheet as of March 31 listed total assets of $183,332, with current assets at $89,864. Current liabilities were shown as $42,578, and retained earnings as of March 31, 1955, as $39,841. KMPC balance sheet as of May 31 showed total assets of $1,030,751, with current assets of $491,631. Current liabilities were listed at $254,714 and other liabilities at $156,250. Retained income as of the end of 1955 was given at $262,104 and net profit from then to May 31 this year was listed at $72,681.

WPAL Charleston is being sold by George G. Weiss and associates to Speidel-Fisher Broadcasting Co. for $111,000 in cash and notes [B•T, June 18]. Speidel-Fisher owns WOIC Columbia and 75% of WQOK Greenville, both South Carolina. Principals in Speidel-Fisher are Joe Speidel III and Albert T. Fisher Jr.

WPAL's balance sheet, dated March 31, showed total assets of $81,615, with current assets listed at $15,463. Total liabilities were set at $12,066 plus a deficit of $10,552.

WAVE's Waltman Dies, Replaced by Dulaney

LAVELL WALTMAN, 44, radio sales manager, WAVE Louisville, died June 12 in Kentucky Baptist Hospital, Louisville, following a two-week illness. He joined WAVE in 1942 as an announcer and was named sales manager in 1950. Before going to Louisville, Mr. Waltman was with KGFF Shawnee, Okla., and KROC Rochester, Minn. He is survived by his wife and two sons.

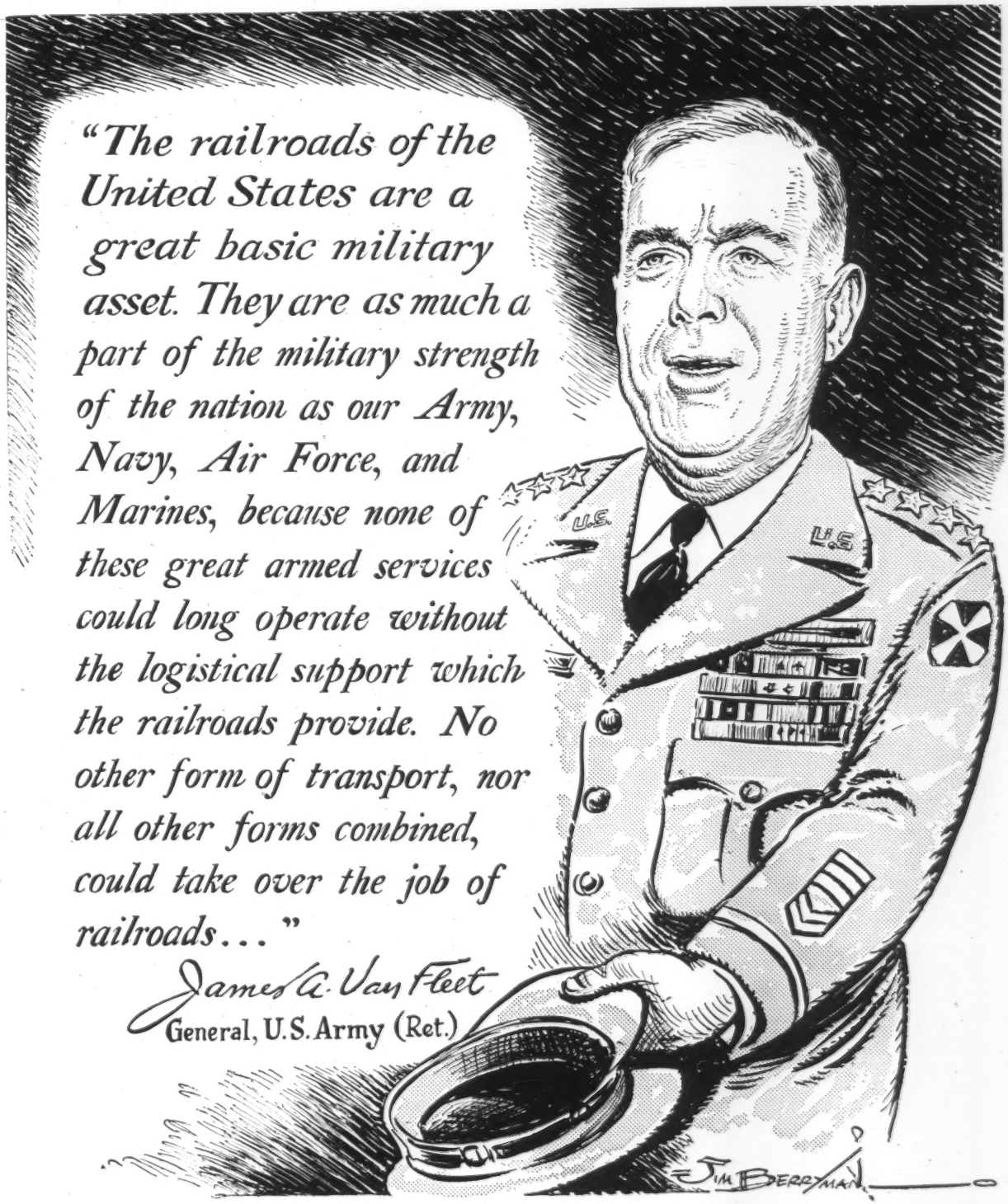
Woodford H. Dulaney Jr. has replaced the late Mr. Waltman at WAVE as sales manager. Mr. Dulaney has been a member of the WAVE sales staff since September 1953 and is a 1950 graduate of Yale U.

Junior Junketeer

OF the same vocational stripe as his dad, 11-year-old Larry Gordon gets final instructions from the boss, Sherwood R. Gordon, president-general manager of WSAI Cincinnati, before emplaning for overseas reporting duty.

The stripling correspondent has been conducting a Saturday disc show on his father's station for three years. His new assignment takes him to Europe to report on activities of three camps held under auspices of Children's International Summer Villages Inc. As an accredited reporter, Larry will cover camps in Sweden, Norway and Austria, sending back recordings (made on a portable Dictaphone Dictet) to WSAI and WIP Philadelphia.

After three weeks at the Swedish village, the WSAI staffer, claimed by the station as America's youngest overseas correspondent, will travel to Norway and on to Vienna. He will return in August.


"The railroads of the United States are a great basic military asset. They are as much a part of the military strength of the nation as our Army, Navy, Air Force, and Marines, because none of these great armed services could long operate without the logistical support which the railroads provide. No other form of transport, nor all other forms combined, could take over the job of railroads..."
James A. Van Fleet
General, U.S. Army (Ret.)
U.S.
U.S.
JIM BERRYMAN

From the booklet, *"Rail Transport and the Winning of Wars,"* by General James A. Van Fleet, U. S. Army (Ret.), Commanding General, 8th Army, Korea, 14 April, 1951 — 11 Feb., 1953.

A free copy of this booklet is available from the Association of American Railroads, Room 928, Transportation Building, Washington 6, D. C.

Judge Transfers to N. Y. With CBS-TV Spot Sales

IN his first move since becoming CBS-TV Spot Sales general manager, John Schneider, former eastern sales manager, last week shifted Tom Judge, midwestern sales manager, from Chicago to New York as his successor in the eastern post. Mr. Schneider a week ago replaced Clark George, who was named general manager of KNXT (TV) Los Angeles and the Columbia Television Pacific Network [AT DEADLINE, June 18].

Named to succeed Mr. Judge in Chicago as midwestern sales manager was Arthur C. Elliot, account executive, CBS-TV Spot Sales, New York. Mr. Judge, formerly with WBZ Boston, joined the network's spot sales staff in 1951 as an account executive, and was named midwestern sales manager last year. Mr. Elliot, formerly with the old DuMont Television Network, joined the New York office of CBS-TV Spot Sales in 1952.

Christian, Neal Promoted At WXYZ-AM-TV Detroit

APPOINTMENT of Harold Christian to be vice president in charge of the merchandising and research department of WXYZ-AM-TV Detroit was announced last week by James G. Riddell, president of the station. Mr. Riddell also announced five other promotions, including the promotion of Harold Neal to vice president in charge of radio. Mr. Neal, formerly radio sales manager, will succeed Mr. Christian in that post.

Other promotions: Robert Baldrica, formerly promotion manager, elevated to assistant radio sales manager; Page Heldenbrand, formerly with the Hearst Promotion Enterprises of New York, appointed promotion manager for radio and tv; Robert Baker, producer, promoted to radio studio manager, and Hal Gordon appointed musical director.

MR. CHRISTIAN MR. NEAL

KRON-TV Color Clinics Receive Client Approval

COLOR CLINICS, which were begun last Feb. 23 by KRON-TV San Francisco, have been expanded to once-a-week with indications that they will soon need to be presented more often in order to accommodate all who want to attend the closed-circuit tv demonstrations.

The clinics are held for advertisers, their agencies, artists and others.

A company's products, packages and display material are examined at the clinics with a view to giving what changes, if any, should be made to show them to best advantage when a color tv schedule is undertaken. Many advertisers or potential advertisers have taken advantage of the clinics and they are now scheduled into the fall, with more to be added.

PORTLAND, ORE., had two parades June 9. The second, and scheduled, was the annual Rose Festival Parade. The first consisted of KEX Portland's "Big Five" disc jockeys and five Powers models riding a 10-seat tandem bicycle. The vehicle is 28 ft. long and weighs 450 pounds. The KEX disc jockeys (l to r): Barney Keep, Russ Conrad, Bob Blackburn, Bob Adkins and Al Priddy. The "bicycle" carried a sign at the rear telling parade viewers that "Another Parade Follows."

KFBI To Be Independent, Announces Staff Changes

KFBI Wichita, Kan., has announced termination of its affiliation with ABC, effective in November unless an earlier date is agreed upon by the station and network. In making the announcement, Hale Bondurant, vice president and general manager of KFBI, said the move was being made in order to attain greater flexibility in program structure and to permit additional emphasis on local programs geared specifically for Wichita and south-central Kansas.

Coincident with the affiliation announcement, a realignment was made of the KFBI staff. George Wells, program director for the past five years, has joined the sales staff; Jim O'Neill, KOWH Omaha program director, moved to KFBI as program and production manager; Lew Hunter of the sales staff has been named local sales manager, and Bob Adams joined the staff as local sales representative.

WTTG (TV) Power Boost To 25 Kw Planned July 4

WTTG (TV) Washington will increase its power from 14 to 25 kw July 4 at a cost of $150,000, Ted Cott, vice president of DuMont Broadcasting Co. and general manager of owned stations, announced last week.

The station recently installed four new Vidicon camera chains, new film projection equipment and special effects amplifiers. Chief Engineer Malcolm Burleson is in charge of installing the new DuMont transmitter [B•T, June 18].

KBIG Boosts Hour to $145

KBIG Avalon, Calif., has issued a new rate card, effective July 1, which raises the station's one-hour rate from $132 to $145. Feature of the new card (No. 3) is a weekly package of 10 one-minute spots available for $176. KBIF Fresno, Calif., may be purchased with KBIG for 25% of the KBIG rates. Both stations are owned by the John H. Poole Broadcasting Co.

Samuel A. Horvitz Dies

SAMUEL A. HORVITZ, 67, Ohio publisher (*Lorain Journal* and *Mansfield News*) and president of two construction firms, died in Cleveland June 15. The *Journal* figured in a famous Supreme Court decision involving radio in 1951 when the court held, by a 7-0 vote, that the paper had violated the Sherman Antitrust Act by refusing to accept advertising from merchants who patronized a competing radio station (WEOL Lorain). District Judge Emerich B. Freed of Cleveland earlier had ruled that the *Journal* was trying to "destroy WEOL as a competitor."

KOVR (TV) Opens Sales Office

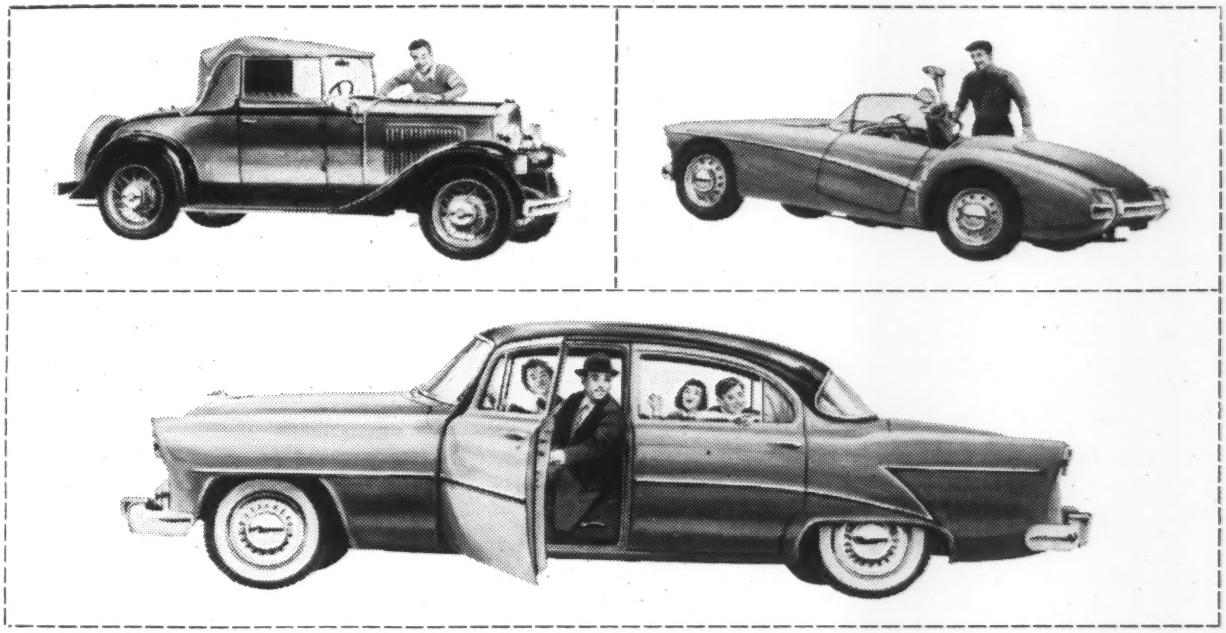
SALES OFFICE for KOVR (TV) Stockton, Calif., has been opened in Los Angeles by Ed Scannel at 3780 W. Sixth St. Telephone is Dunkirk 5-6213. Mr. Scannel formerly was with George Bagnall & Assoc., Beverly Hills tv film distributor, and for three years had been with Weed & Co., in Chicago. KOVR's national sales representative outside of California is Avery-Knodel. The Stockton tv station also is planning to open a sales office in Sacramento soon.

KXYZ Sold Out

KXYZ Houston ran an ad in the June 18 *Houston Post* informing prospective advertisers that it was sold out until June 22. The ad read in part: "In the interests of good listening, KXYZ is accepting no additional commercial announcements this week . . ."

Phil Snyder, promotion manager of the ABC affiliate, said the sold-out sign would allow KXYZ to maintain high programming standards, "give listeners a break" and prevent sandwiching of advertisers' announcements.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.



Whatever you drive, here's how to drive it more *safely!*

EVERY TIME you take to the road you have a great responsibility . . . *to drive safely and sensibly*. This responsibility holds good no matter whether you're traveling over the familiar streets of your home town or making a long vacation trip. Only when driving is done with the utmost care, caution and courtesy . . . *at all times* . . . can our streets and roads become safer for you, your fellow motorists and pedestrians.

Just how urgent is it for everyone to know and obey traffic laws and observe the rules of the road? The answer is found in some shocking statistics:

Every hour of every day, on the average, 4 lives are lost and 150 people are hurt in motor vehicle accidents

That adds up to a yearly traffic toll of over 38,000 deaths, well over a million injuries and costs mounting into the billions of dollars.

How can you help reverse this tragic trend and make motoring the pleasure it should be? Here are some safety suggestions that may help:

✓ **1. Check your speed**—It has been found that about 3 out of 10 drivers involved in fatal accidents each year were guilty of violating speed laws. Always remember to slow down at night and when road, traffic and weather conditions are hazardous.

✓ **2. Check yourself** — Research has shown that about 1 out of 14 drivers involved in fatal accidents had a physical or mental condition—such as worry, fatigue and sleepiness—that was a contributing factor in the accident. So, never drive when you're upset or tired. Today's traffic demands that you keep all your senses alert as you drive.

✓ **3. Check your car**—Keeping your car in safe operating condition is *your* responsibility—not your mechanic's. You can judge for yourself whether brakes, tires, steering wheel, lights and windshield wipers are in proper working order. If you notice any defects, have them corrected immediately. Don't wait until it's time for your next semiannual car check to have even the most minor trouble corrected.

✓ **4. Check your driving habits**—Now and then, the most skilful drivers tend to become a bit careless. They may become less considerate of other drivers and of pedestrians—or take chances on violating this or that traffic law. Remember, all rules of the road are made to help you, not to hinder you.

The fact that you've never had a mishap is no proof that you are the complete master of your car. Perhaps you've been lucky . . . and luck has a way of running out sooner or later. So, drive as if your life depended on it. *It does!*

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Metropolitan Life Insurance Company

(A MUTUAL COMPANY)

1 MADISON AVENUE, NEW YORK 10, N. Y.

MORE

for the money

THE RED FOLEY SHOW

Here's one of radio's BEST transcribed program buys . . . a proven result getter packed with great family entertainment . . . at a price any sponsor can afford.

RED FOLEY'S "double exposure" in network television and personal appearance from coast to coast, has created a ready-made audience in your market . . . to give your sponsor MORE FOR HIS MONEY!

RADIO ZARK
ENTERPRISES, INC.
PHONE 2-4422 – SPRINGFIELD, MISSOURI

A phone call, wire or letter will bring complete information and

FREE AUDITION

WRCV-TV Plans Local Color

NBC-owned WRCV-TV Philadelphia, will be equipped for local, live colorcasts by early fall, according to an announcement last week by Lloyd E. Yoder, NBC vice president and general manager of WRCV-AM-TV.

STATION SHORTS

WDVA Danville, Va., in new building at Lexington Ave. off Riverside Drive.

KRCA (TV) Los Angeles has placed in service new microwave pickup system to increase range of remotes from S. California for sports events. Equipment is mounted on 500-ft. steel tower on Mt. Wilson.

WMRN Marion, Ohio, June 9 staged 12th annual WMRN-Future Farmers of America Honor Luncheon, featuring Ohio Gov. Frank J. Lausche as main speaker. Total of 125 guests attended event honoring recipients of FFA State Farmer Degree.

KOLO Reno, Nev., announces 24-hour operation with midnight to 6 a.m. segment sponsored seven nights weekly by Harrah's Club of Reno and Lake Tahoe.

REPRESENTATIVE SHORTS

Peters, Griffin, Woodward Inc., N. Y., station representative, assigned new telephone number: Yukon 6-7900. Telephone of new Hollywood office of PGW at 1750 N. Vine St., Capitol Tower, is Hollywood 9-1688.

The Katz Agency Inc. announces move of its Chicago quarters from 307 N. Michigan Ave. to Prudential Plaza, effective today (Monday). New telephone number is Mohawk 4-7150.

REPRESENTATIVE APPOINTMENT

WOPA-AM-FM Oak Park, Ill., appoints Forjoe and Co., N. Y.

REPRESENTATIVE PEOPLE

Anthony C. Krayer Jr., chief accountant, WPIX (TV) New York, and former staff accountant, Price, Waterhouse & Co., appointed to newly-created NBC Spot Sales position of business manager.

Ray Beindorf, account executive, KNXT (TV) Los Angeles, transferred to CBS-TV Spot Sales, Chicago, in a similar capacity.

STATION PEOPLE

Felix J. LeGrand, assistant professor of advertising, U. of Missouri School of Journalism, Columbia, to KHMO Hannibal, Mo., as general manager. Prior to joining university he was commercial manager of KFRU Columbia, Mo., for eight years.

William Pastuch, general manager, WLFH Little Falls, N. Y., to WKLX Paris, Ky., in same capacity.

O. Grady Cooper Jr., manager of WSFB Quitman, Ga., to WGAA Cedartown, Ga., in same capacity, effective July 1.

Al Schaeffer, formerly account executive for Don Lee and KHJ Los Angeles, named sales manager of KDAY Santa Monica, Calif., effective today (Monday). KDAY's sales department temporarily is located at 8301 Sunset Blvd., L. A., adjacent to station's new building site at Sunset and Sweetzer.

Robert M. Reuschle, national sales manager, WLAC - TV Nashville, Tenn., appointed general sales manager. Before joining WLAC-TV in July 1955 he was associate media director of McCann-Erickson, N. Y.

MR. REUSCHLE

Andrew Vladimir, radio-tv plans director, Gotham-Vladimir Adv., N. Y., to WAPA-TV Puerto Rico as sales manager.

William A. Knight, commercial manager, KSTL St. Louis, to WWIL Fort Lauderdale, Fla., in same capacity.

Charles Robison, acting chief engineer, WOOD-AM-TV Grand Rapids, Mich., appointed chief engineer.

Ted McDowell, account executive, WMAL-TV Washington, named program and public service manager, succeeding **Charles Bishop,** resigned to become program manager of WSUN-TV St. Petersburg, Fla.

Robert A. Dunnom, formerly advertising manager for Minot, N. D., food wholesaler, appointed promotion manager for North Dakota Broadcasting Co. (KXJB-TV Valley City-Fargo, KSJB Jamestown, KBMB-TV Bismarck and KCJB-AM-TV Minot), Fargo.

Arthur F. Harre, consultant at WAIT Chicago, former manager of WJJD that city and veteran Chicago broadcaster, to WWIL Ft. Lauderdale, Fla., in sales and consulting capacity.

Ted Mason, Sacramento, Calif., advertising executive, to KBET-TV Sacramento as promotion manager, succeeding **John Z. Ickes,** resigned to join Calif. State Fair & Exposition as public relations and publicity supervisor.

Jerry Rodman, formerly with International Harvester Co., to WICS (TV) Springfield, Ill., as account executive.

Paul Parker, freelance radio-tv personality in Atlantic City and New York, to WIP Philadelphia as production manager, replacing **Howard Burnett,** transferred to station's sales staff.

Charles W. Bergeson, WJBK-TV Detroit, named chief announcer and news-special events director.

Frances M. Corcoran, assistant to publicity manager, WBZ and WBZ-TV Boston, named publicity director of WBZ-TV.

Mal Alberts, formerly sports director with U. S. Armed Forces Radio and Television Service, L. A., to WNDU-TV South Bend, Ind., as sports director and staff announcer.

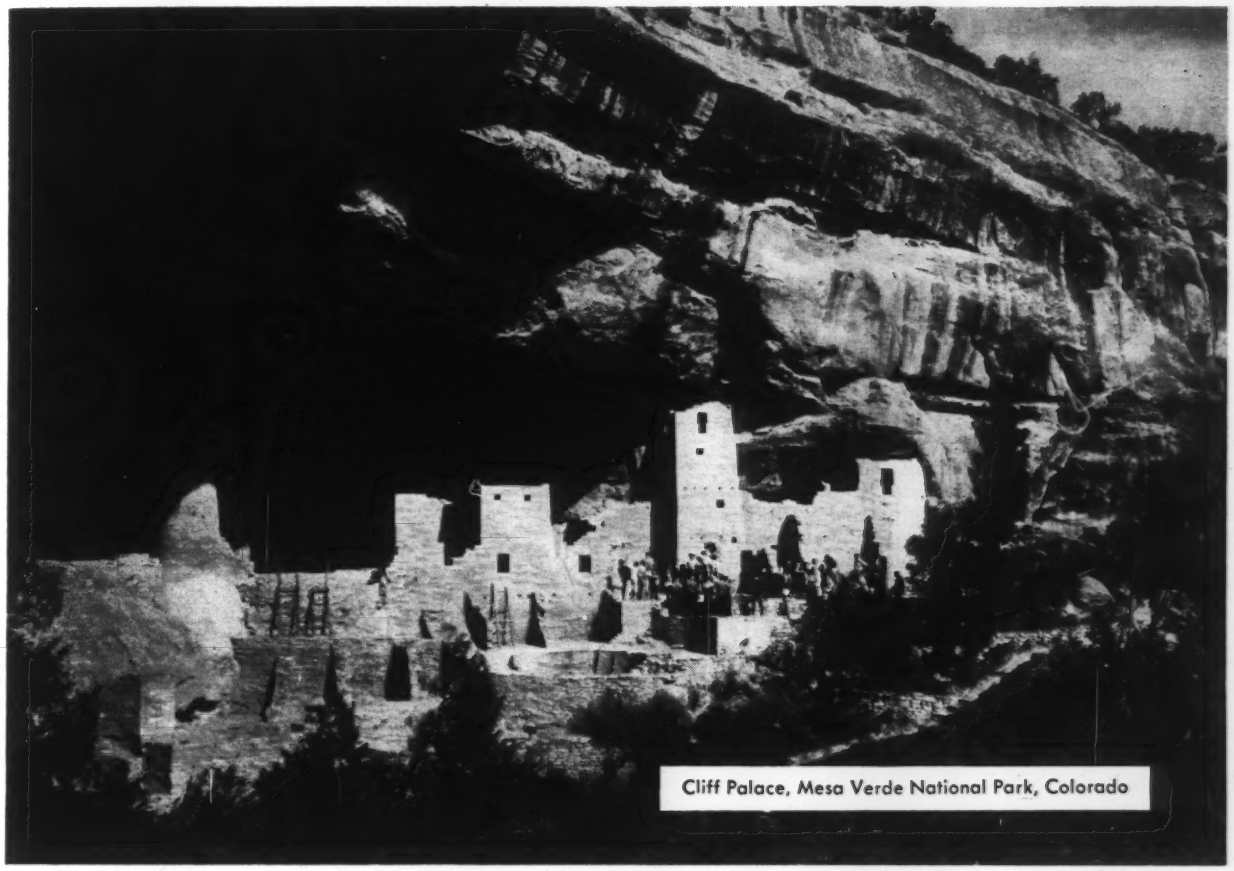
Jack Davies, formerly with U. S. Army in Far East, to KSTP-AM-TV Minneapolis-St. Paul as sports editor.

William J. Moylan, recent graduate of Wis. State College, Milwaukee, to sales staff of WTMJ Milwaukee.

Ed Scannell, account executive, George Bagnall & Assoc., Hollywood, to KOVR(TV) Stockton, Calif. as sales representative for Los Angeles.

Bob Crane, program director and disc jockey, WICC Bridgeport, Conn., to KNX Los Angeles, replacing **Ralph Story,** program personality.

H. Ray Wilson, KTOK Oklahoma City, to KRUX Phoenix, Ariz., as account executive. **Larry Burroughs,** announcer-producer, WDAN-AM-TV Danville, Ill., to KRUX as announcer.



Cliff Palace, Mesa Verde National Park, Colorado

America's first apartment houses— today they belong to you...

At Mesa Verde National Park you'll find the finest prehistoric Indian cliff dwellings in the country—relics of a highly-developed civilization that flourished during the first 1300 years of the Christian era. You can see how this ancient people lived... worshiped... farmed and hunted. You can climb through their amazing pueblos – Stone Age apartment houses such as Cliff Palace which housed over 400 Indians on 8 different floor levels before Columbus sailed for the New World.

Today we know the story of the Mesa Verde and its people, thanks to the work of one of America's great scientific institutions, the National Geographic Society. The Douglas Tree Ring Calendar, developed under the Society's sponsorship, traced the settlement's growth and revealed the 24-year drouth that helped to turn the great pueblos into deserted villages.

But these great villages are no longer deserted. Each year some 160,000 Americans travel there to see the treasures that, as part of the National Park System, have been conserved for them... and their children... and their children's children.

It is good that this is so... for a nation that cherishes the heritage of its past can face its future with confidence.

FREE Tour Information

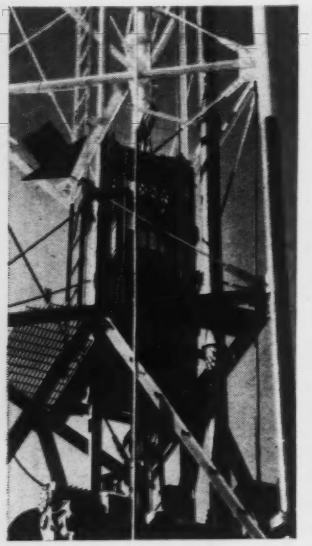
If you would like to visit Mesa Verde, or drive anywhere in the U.S.A., let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y.– also ask for our colorful National Parks Map.

SINCLAIR SALUTES THE NATIONAL GEOGRAPHIC SOCIETY... for so actively supporting the conservation of America's natural resources and scenic treasures. In addition to pushing back the historic horizons of the Southwest, the Society has added to the world's geographic knowledge through more than 100 expeditions ranging from pole to pole, up into the stratosphere and down to the ocean floor. A staunch friend of the National Parks from the very beginning, the Society and its Magazine were instrumental in the establishment of the National Park System and made invaluable contributions to many of the Parks.

SINCLAIR
A Great Name in Oil

937 FOOT BLAW-KNOX TOWER MEETS STORM CHALLENGE

Designed to rigid specifications for WGBS-TV, Miami, this Blaw-Knox tower must withstand the hurricane-force winds that sometimes sweep its location just six feet above mean sea level. To meet these unusual operating conditions, Blaw-Knox engineers developed a custom-designed tower featuring dual guying and round structural members throughout . . . achieving a wind-load rating of 70 lb./sq. ft. for an overall height of 937 feet.



Tower and antenna inspection and maintenance are no problem. A special-design two-man Marshall service elevator installed within the tower permits easy access to any level. This completely enclosed, automatic elevator features ground-to-cab telephone communications and can be controlled from either the cab or lower landing.

This is but one of many examples of Blaw-Knox engineers working in close cooperation with broadcasters to overcome local operating problems. The experienced staff of Blaw-Knox engineers will work with *you* in designing a tower that will best meet the requirements of *your* installation. The performance records of more than 13,000 Blaw-Knox towers around the world are evidence of Blaw-Knox experience and skill.

Send for illustrated Bulletin 2417 showing special construction features and typical installations of Blaw-Knox Antenna Towers. Write or call us today.

50th Anniversary BLAW-KNOX 1906-1956

ANTENNA TOWERS

Guyed and self-supporting—
for AM • FM • TV • microwave
• communications • radar

BLAW-KNOX COMPANY

BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 38, PENNSYLVANIA

Blaw-Knox Type TG-70 Tower for Storer Broadcasting Company—WGBS-TV, 186 kw, Channel 23, Miami, Florida. Overall height—937 feet. Windload rating—70 lb./sq. ft.

Glen Broughman, news editor, WRBL Columbus, Ga., named news director, replacing **Boyd Hinton Jr.** resigned to join Lockheed Aircraft Corp., Marietta, Ga.

Bill Sinnott, production crew, former Dumont Network, N. Y., to WTAP-TV Parkersburg, W. Va., as production coordinator.

Richard P. Rose, photography studio operator, Estacada, Ore., to news department of KPHO-TV Phoenix, Ariz.

Ray Gladfelter, U. of Nebraska speech major, to KHOL-TV Holdrege, Neb., on summer in-service scholarship as announcer. **Bill Ramsey,** U. of Nebraska junior, to KHOL-TV as engineer during summer vacation.

Roger Michelin, senior staff director, WFRV-TV Green Bay, Wis., named to station's sales-service staff.

Wray Post, in radio-tv 12 years, to announcing staff of WFAA Dallas, Tex. **Rex Cromwell,** former WFAA announcer; **Frank Leslie,** KBYR Anchorage, and **Nick Ramsey,** formerly with Radio Div. of Baptist General Convention of Tex., all to WFAA as announcers.

Howard Zuckerman, producer director, WLWA (TV) Atlanta, to KWWL-TV Cedar Rapids, Iowa, in similar position.

Lad Carleton, WFGM Fitchburg, Mass., to WKOX Framingham, Mass., as disc jockey.

Jimmy Walker, recording artist-composer, to WHTN-TV Huntington, W. Va., talent staff.

John J. Hyland, director of publicity, WFIL-AM-FM-TV Philadelphia, named assistant director of news and special events. **George W. Schiele,** former publicity-promotion staffer, WPBN Traverse City, Mich., succeeds Mr. Hyland as publicity director.

Bob Gleason and **Ted Beyant** to KTNT-TV Tacoma, Wash., as program assistants.

Earl Donaldson, musician, to KDYL and KTVT (TV) Salt Lake City as musical director.

Hugh Cherry, m.c. of NBC *Midwestern Hayride,* to KTAR Phoenix, Ariz., for station's first disc jockey program.

Jim Karayn, graduate of U. of Southern Calif., to KTLA (TV) Hollywood as assistant to news director-editor.

Dave Wilson, formerly publicity director at WCPO-TV Cincinnati, to publicity department of WLW and WLWT (TV) same city on trade and news media work.

Jim Gannon, announcer at WBIZ Eau Claire, Wis., and associated with Irish Football Network, signed by WSBT-TV South Bend, Ind., as host of two local programs.

Norman Ross, radio-tv personality and conductor of *This Is the Day* on WBKB (TV) Chicago, signed by WGN same city for daily early morning news, weather and music program.

Ernie Simon, formerly with WGN-AM-TV Chicago, signed by WBKB (TV) for late evening live program.

Si Goldman, president-general manager, WJTN-AM-FM Jamestown, N. Y., father of boy, Paul S.

Lucky Lawrence, disc jockey, KRUX Phoenix, Ariz., father of girl, Linda.

Bob Stolz, production assistant, KHOL-TV Holdredge, Neb., married to Lona Bogue.

Russ Barnett, news editor, WFAA Dallas, Tex., father of girl.

Robert J. Sullivan, promotion and advertising director of WOR-AM-TV New York, father of girl, Susan, on June 17. Mother is former Mary Jane MacDougall, formerly press editor of WOR-AM-TV New York.

CBS-AM AFFILIATES LIKE NEW PAY RATE

More than 90% (166) register approval of 6¼% boost in compensation 24 hours before last Friday's deadline for replies.

CBS RADIO was well over the top last week in affiliate acceptances of its new one-year contract amendments restoring part of the compensation cut the stations have been taking since 1951 [B•T, June 18, 11].

More than 24 hours before last Friday's "deadline," network officials said signed amendments had been received or were en route from 166 stations (out of a total of 181 rate affiliates in the CBS Radio lineup). These 166, they pointed out, represent 95.58% of the network's total rate card. To become effective, approval by stations representing 85% of the rate card was needed.

Thus the cut-restoration plan goes into effect Aug. 25. The amendments, which are for a term of one year, stipulate that affiliates' compensation during that period will be reduced to 15% below pre-1951 levels, instead of 20% as has been the case this year. This amounts to a 6¼% "increase" in the present rate of compensation.

Officials said all 50 kw affiliates had mailed or promised to mail signed amendments and that the 15 pay affiliates not yet heard from consist of smaller outlets whose managers in some cases were out of town or for similar reasons were detained in replying. The compensation adjustment, which is linked to an intensified sales drive (although rates to advertisers are not affected), was announced June 8 by Arthur Hull Hayes, president of CBS Radio, and Kenyon Brown of KWFT Wichita Falls, Tex., chairman of the CBS Radio Affiliates Assn.

Network officials said affiliates' reaction not only had been prompt—as might be expected—but also had brought "highly gratifying" commendation of the move as a step forward for radio generally as well as for CBS Radio and its affiliates.

Affiliate reactions as quoted by CBS Radio authorities included:

C. T. Lucy, vice president of WRVA Richmond, wrote William A. Schudt Jr., CBS Radio vice president in charge of station relations, that "at last the unhappy trend which has plagued all of us for the past several years is reversed, and I assure you that we at WRVA radio will do everything we can to make the reversal more pronounced in the coming months."

Gunnar O. Wiig, executive vice president of KQV Pittsburgh, said the move "is a step in the right direction in that it portends an air of confidence in the future of network radio, and I am quite certain that it will have its immediate effects on the entire industry."

Allen T. Simmons, president, WADC Akron, Ohio: "I believe this is the finest gesture ever made by CBS. It is a healthy indication of the upward trend of radio. You may be assured of the fullest cooperation of WADC in working with CBS to make CBS Radio stronger than ever."

Odin S. Ramsland, commercial manager, KDAL Duluth, Minn., wrote to CBS President Arthur Hull Hayes: "Congratulations . . . Down through the years I have become more or less used to announcements such as yours, only with the trend the other way. The fact that you feel radio is definitely on the up is most encouraging to us. . . . Congratulations on your forward leadership, and for being the man to start to put them back up as far as radio is concerned."

Clyde Rembert, president, KRLD Dallas: "The news is the best I have heard in a long time. Congratulations to both CBS and the affiliates board."

Hugh B. Terry, president and general manager, KLZ Denver: "We are very happy to see a forward step and hope it is only the beginning of a successful comeback of network radio."

Al Larson, assistant director of radio and tv, Meredith Pub. Co.: "The Meredith station managers (WOW Omaha, KCMO Kansas City, WHEN Syracuse, N. Y.) were sincerely gratified . . . Payson Hall (Meredith radio-tv director) and I also want to voice our enthusiasm in this affirmative action and confidence in the success of radio."

Last Mohican

MANY a staff announcer with either ABC or NBC, after NBC in 1942 sold its Blue Network which later became ABC, split his announcing chores under a provision that permitted him to continue with a program on the other network until the time the show was discontinued. On June 29, the "Last of the Mohicans" in this particular category gives up the only such remaining overlap after the 14-year span. ABC staff announcer George Ansboro relinquishes his announcing job on NBC when the *Young Widder Brown* program goes off the air June 29.

CBS-TV Pro Football Nears Sold-Out Stage

CBS-TV has achieved virtually complete sponsorship of its telecasts of a 15-game professional football schedule plus three pre-season contests, it was announced last week by William H. Hylan, CBS-TV vice president in charge of network sales.

Among clients who have signed for the games, which will be presented regionally by CBS-TV largely on Sunday afternoons, are the American Oil Co., The Atlantic Refining Co., P. Ballantine & Sons, Marlboro Cigarettes, Falstaff Brewing Corp., Standard Oil Co. of Indiana, Speedway Petroleum, Gobel Brewing, Burgermeister Beer and General Tire Co.

The regular season schedule will begin on Sept. 30 and continue through Dec. 23, with pre-season games set for Sept. 9, 16 and 23. CBS-TV will originate telecasts from the home parks of all clubs except the Cleveland Browns.

NBC to Entertain Governors

NBC NEWS and Special Events Dept.'s vice president, Davidson Taylor, aided by Bill McAndrew, director of NBC News; Barry Wood, NBC director of special events, and Chet Huntley, convention anchor-man for tv, will conduct a preview of NBC's convention coverage tomorrow (Tuesday) before a special governor's conference in Atlantic City.

Personal invitations were sent several weeks ago to all 48 state governors to see the latest in NBC-RCA-developed electronic methods, which will be put to use during convention coverage at Chicago and San Francisco. Commented Mr. Taylor last week: "We feel that the governors are a particularly appropriate audience for the unveiling of NBC's programming plans since they will play key roles, many of them heading state delegations."

We Have A Discovery, Too, Admiral Byrd!

by Harold F. Walker

Our discovery is right here in America . . . a quarter of a billion dollar market in the SOUTH! Never reached—never sold until WDIA came upon this rich market of 1,237,686 Negroes—nearly 1/10 of the Negro population in the entire United States!

SOCIO-ECONOMIC REVOLUTION

In the industrial revolution of the South, Memphis has become a major center of development—and Negroes have become a vital factor in the prosperity of the community. As Negro economy has expanded, social consciousness has increased. With earning power the highest, per capita, relative to white —of any Negroes in the United States, these citizens have a new incentive to elevate their standard of living—buy more and better goods.

PROFIT MOTIVE

Foreseeing this economic trend, WDIA converted, in 1948, from the conventional type, radio station to all-Negro programming. Within one year, WDIA jumped from LAST to FIRST position in overall audience rating, and augmented its annual gross dollar volume by 600%! If you have a profit motive in mind, take a mental expedition to WDIA!

REACTION PATTERN

WDIA customizes programming to meet the changing socio-economic needs, providing Negro announcers, disc jockeys, performers, to establish rapport with listeners, through traditional type entertainment and commercials. At the same time, WDIA displays acute awareness of the new status, creating reaction patterns of new dignity and desire for superior standards.

NEGRO SPENDING

Consequently, Negroes in Memphis and surrounding trade area spend 80% of their income on consumer products, such as foods, drugs, gasoline, and soft goods. Among WDIA's clientele are:

Carnation Milk, Arrid, Calumet Baking Powder, Kroger Stores, Ex-Lax, Wrigley, ESSO, and Omega flour.

With WDIA's 50,000 watt coverage, it reaches 1,237,686 potential buyers! The WDIA Negro Staff adds commercial impact to tremendous penetration. Market possibilities are fantastic. Inquire about them, on your own personal letterhead, immediately—and ask for your bound copy of, "The Story Of WDIA!"

WDIA is represented nationally by John E. Pearson Company.

JOHN PEPPER, President

BERT FERGUSON, General Manager

HAROLD WALKER, Commercial Manager

NBC RADIO TO DROP 'WEEKDAY' PROGRAM

Westinghouse plan to discontinue carrying network daytime programming sounds death-knell for Monday-Friday show that never became too popular.

NBC RADIO'S *Weekday,* 3½-hour-a-day Monday-Friday series that has been a point of controversy since before it went on the air last November, is being shelved by the network. NBC authorities confirmed last week that it will be discontinued and said plans for its replacement are now being drawn by a special task force consisting of Board Chairman Sylvester L. (Pat) Weaver Jr. and "some of the other top program minds" in the NBC organization, including tv as well as radio planners.

They hope to have the plans in readiness to present to the executive committee of the NBC Radio affiliates when the committee meets with network officials in New York this Friday [CLOSED CIRCUIT, June 18]. Authorities could give no details of the replacement programs being planned, except to speculate that they probably will lean more towards the "same-time-same-station" type of scheduling than *Weekday* has done.

Never widely popular, either with affiliates or with advertisers, *Weekday* received an especially hard blow a short time ago when, it was revealed last week, Westinghouse Broadcasting Co. served notice that its NBC-affiliated radio stations would discontinue carrying NBC daytime programs. Discussion between NBC and WBC officials were still in progress last week over the WBC stations' request to recapture the daytime periods for local use. The stations are KDKA Pittsburgh, WBZ Boston, KYW Cleveland and WOWO Ft. Wayne, Ind.

Format of Series

Weekday occupies the Monday-Friday periods from 10 a.m. to 12 noon and from 2 p.m. to 3:30 (EDT)—there is no network service from noon to 2 p.m.—and consists largely of unrelated features designed primarily to reach and serve the housewife.

Monitor, NBC's continuous weekend service, after which *Weekday* was patterned, is not affected by the decision to drop *Weekday,* officials emphasized. They pointed out that in the year that *Monitor* has been on the air, it has been responsible for approximately $5 million in gross billings, or 300% more business than was being sold in the same weekend hours before *Monitor* got under way.

Both *Monitor* and *Weekday* are sold in one-minute, 30-second and billboard participation segments. *Weekday's* current list of participation-sponsors includes American Molasses, Miles Labs, Bell Telephone, Warner-Lambert, Kerr Glass, Sterling Drug, Realemon, Standard Brands, Manhattan Soap and General Foods.

Target date for dropping of *Weekday* and the substitution of new programming in these daytime hours apparently had not been set last week. Presumably, the timing will be made known to the affiliates executive committee on Friday, however.

Les Lindow, WFDF Flint, Mich., is acting chairman and executive vice chairman of the committee. Other members are George Harvey, WFLA Tampa, Fla., secretary; Leonard Reinsch, WSB Atlanta; William Rines, WCSH Portland, Me.; Ben Larsen, KDYL Salt Lake City; George Wagner, KFI Los Angeles; Harold Hough, WBAP Fort Worth, and David Baltimore, WBRE Wilkes-Barre, Pa.

Is This the Top?

COME July 7, tv quiz show jackpots, now as high as $100,000, will break that big-money barrier when CBS-TV and the Mennen Co. launch *High Finance,* an audience participation show with a $110,000 jackpot. The new Dennis James program, based on the premise of trade and barter, will center on news headlines and offers contestants a chance to try for a new business, a world-wide trip or financial security. *High Finance* will replace *The Damon Runyon Theatre,* currently seen on CBS-TV, Saturdays, 10:30-11 p.m. EDT. McCann-Erickson is Mennen's agency.

CBS Radio Realigns Sat.-Sun. Night Schedule

RE-PROGRAMMING of CBS Radio's summer weekend evening schedule was announced last week by Howard G. Barnes, vice president in charge of network programs, with Saturday night to be devoted to jazz and dance music and name entertainers and Sunday night to drama, comedy, audience participation and music.

Starting July 7, the Saturday night schedule (all on EDT) will consist of *New Orleans Jazz Band Ball* (6:05-6:30 p.m.), *Saturday at The Chase* variety show (6:30-6:55 p.m.), *Juke Box Jury* (7:05-7:55 p.m.), *Treasury of Music* (8:05-8:30 p.m.), *Upbeat Saturday Night* (8:30-9 p.m.), *Rock 'n' Roll Dance Party* (9-9:30 p.m.) and *Basin Street Jazz* (9:30-10 p.m.). The programs will originate from O'Dwyer's Night Club in New Orleans, the Chase Hotel in St. Louis and New York's Basin Street Night Club.

The new Sunday night line-up (all EDT) includes *Gunsmoke* (6:30-6:55 p.m.); *Mitch Miller Show* (7:05-7:55 p.m.), effective July 8; *Meet Corliss Archer* (8:05-8:30 p.m.), starting yesterday (Sunday); *Two for The Money* with Sam Levenson (8:30-9 p.m.), starting yesterday; *Summer in St. Louis,* light opera and musical comedy presented by the St. Louis Municipal Opera Co. (9:05-9:30 p.m.) starting July 8, and a program of dance music from Atlantic City's Steel Pier (9:30-10 p.m.), starting July 8.

Country Music, News Wrap-Up Tops ABC Radio Realignment

IN A realignment of its Sunday evening program schedule, effective July 1, ABC Radio will present a series of comprehensive news and commentary broadcasts from 6-7:30 p.m. EDT and an *All Star Country Show* on five separate but related programs of country music from 7:35-9:55 p.m. EDT [CLOSED CIRCUIT, June 4].

The news-commentary series is designed as a weekend news wrap-up with diversification of presentation and viewpoint. It will feature such commentators and news analysts as Don Gardiner from New York (6 p.m.), Paul Harvey from Chicago (6:15 p.m.), Quincy Howe from New York (6:30 p.m.), George Sokolsky from New York (6:45 p.m.), Bryson Rash from Washington (7 p.m.), Yale Newman from London, Robert Sturdevant from Paris and news pickups from various capitals of the world (7:15 p.m.).

Each of the five half-hour segments of *All Star Country Show* will be emceed by leading personalities in the field of country music. They include Faron Young, Carl Smith, Webb Pierce, Marty Robbins, Hank Snow and Ernest Tubbs.

THEATRE FORMAT USED FOR NEW NBC-TV PROGRAM

Oppenheimer in charge of developing repertory concept for television show.

ADAPTION of the repertory theatre concept to television is being effected by NBC-TV Hollywood creative program executive Jess Oppenheimer, the network announced Wednesday. It is part of the network's long-range project of program development and no date has been scheduled for the start of the series involved, titled *A Company of Players.*

Mr. Oppenheimer, formerly producer and chief writer of CBS-TV's *I Love Lucy,* also has under development another new series for NBC-TV based on "The Ten Commandments." Both are being handled by Mr. Oppenheimer's Burlingame Productions Inc. *A Company of Players* may be either live or filmed before a live audience as *Lucy* is done.

NBC-TV said the new format for the *Players* is designed to answer two of the medium's major problems—"over-exposure of performers and insufficient writers." A permanent company of 10 to 12 performers would divide dramatic, comic and music chores during the hour program. The network said that, like those in repertory and stock companies, actors in *A Company of Players* would span the age groups and be called upon to perform across the entire spectrum of theatre arts.

Mr. Oppenheimer said he hopes to build sustained audience interest in the program with a concept based on combining dramatic and comedy elements in a manner not previously accomplished on television. During the first half hour of a show, the company would perform a dramatic segment, which may be either an original or a scene from a known property. Sometime in the second part of the hour, the company would do a broad satire or take-off on the same subject that is handled seriously in the first part, it was explained.

Broadly, *A Company of Players* would follow the variety format, presenting songs, dances and comedy sketches in addition to the dramatic piece and its satire, but acceptance would not depend on a single star's personality. The program, Mr. Oppenheimer said, would be so designed that the company itself emerges as the star. The tasks would be scheduled so that members of the company, while appearing in the show each week, would only be called upon to carry major performance burdens in a given department at spaced intervals.

Mr. Oppenheimer said he arrived at the idea after analyzing successful formats in the history of the theatre and incorporating proved elements in a new arrangement intended to answer some of the problems posed by television. "For material," he explained, "we'd draw on everything from Greek mythology to Shakespeare to the modern musical revue. Dramatic sketches that are too short or too long for standard time divisions would be excellent fare for us. We'll be able to use material of nearly any length and expose every facet of our multo-talented company of players."

An intensive talent screening process, with auditions scheduled on a nationwide basis, would provide the players from which the permanent company would be selected. Looking toward extra benefits of the format, Mr. Oppenheimer said it is not unlikely that ideas for separate programs would emerge.

'Ultra-Portable' Tv

THROUGH the use of an "ultra-portable" television receiver called "Porto-Vision," NBC News will enable prominent political figures to see each other on the screen as they talk to one another from different localities in the convention halls this August. As an example of the potential of NBC-developed "Porto-Vision," the network speculated that it could cover former President Harry S. Truman's arrival at the airport for the Democratic convention in Chicago (Aug. 13-20). An NBC reporter could confront Mr. Truman with the portable receiver which would be split-screened to show himself on one half and possibly Sen. Stuart Symington (D-Mo.), who is in the Convention Hall and asking for instructions on the poll of the Missouri delegation, on the other. The two would connected by audio too, NBC points out, and could proceed with a two-way conversation.

NBC Issues 50,000 Copies Of Convention Handbook

A 50,000-copy initial printing of the new *NBC Student Guide for National Conventions* is being circulated to universities, junior colleges, high schools and parent-teacher associations throughout the country. Copies are being made available to the public through local stations.

The eight-page booklet, prepared by the network's exploitation department, outlines NBC News' preparations for convention coverage and explains mechanics of the conventions themselves. Richard Hofstadter, Pulitzer Prize

THERE'S A FINE

"New Look"

on Milwaukee's Channel 12

Now! The Finest Lineup of Weekday Television Programs in the Market

Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."

Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.

The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.

TOP PROGRAMS

TOP TOWER
1105 Feet

TOP POWER
316,000 Watts

John B. Soell
Director

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

Represented by
Edward Petry & Co., Inc.

Buckey Walters, platter-spinner deluxe, brings a New Selling Sound to KMBC-KFRM by punctuating commercials and chatter with clever piano background. ONE announcement on his "Tune Time" program produced 3,653 replies!

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
1st in the Heart of America

what's got all the news & flies?

B•T via air mail

See page 113

holder and history professor at Columbia University, is author of the guide's lead article which explains roles of the "political actors" and how television coverage affects a convention.

Other articles deal with NBC-TV equipment, news staffers, past convention history, delegate selection, the electoral college and other political background.

CBS Radio Promotes Dorfsman To Director of Advertising

ADVANCEMENT of Louis Dorfsman from co-director to director of advertising and sales promotion of CBS Radio is being announced today (Monday) by Jules Dundes, vice president in charge of promotion for the network. Mr. Dorfsman also will continue his duties as art director for CBS Radio.

MR. DORFSMAN

Mr. Dorfsman has served as co-director of advertising and sales promotion with Sherril Taylor, who left CBS Radio several months ago to join RAB as vice president in charge of promotion. He joined CBS in 1946 as a staff designer and later was named associate director of advertising and sales promotion. According to CBS Radio, he has been presented with five Gold Medal Awards of the Art Directors Club of New York for his creative efforts in the field of art design.

Alex Dreier, 37 Others Leave for Russian Tour

A NEWSMAN's "passing observation" is resulting in a "first hand observation" as NBC's Alex Dreier, accompanied by his family and 37 U. S. business and industrial executives, tour the Soviet Union and other places of interest behind the Iron Curtain.

Mr. Dreier, with NBC News in Chicago, some weeks ago had "observed" while on the air that the best way to understand what's going on in the U. S. S. R. is to go there in person, thus fostering mutual understanding. Shortly after the broadcast, Mr. Dreier reported he was deluged by letters expressing interest in making the trip. The Dreier party, which left New York Monday, plans to spend "considerable time" in Moscow and Leningrad, also visiting Warsaw, Prague and East Berlin. Mr. Dreier planned to broadcast both live and tape-recorded reports from Russia and took a cameraman along to record the trip on both monochrome and color film.

Helicopter Service Planned For NBC Convention Coverage

PLANS for use of a helicopter service by NBC Chicago to shuttle equipment and personnel during the August Democratic National Convention were announced last Tuesday.

An agreement with the Helicopter Air Service of Chicago provides the taxi service from atop the Merchandise Mart to the International Amphitheatre in a manner of minutes. Vacant space not being used by NBC for production and engineering shops on the 19th floor of the Mart has been set aside for the helicopter port.

NBC-TV Convention Insert

TECHNIQUE of *Wide Wide World* will be used by NBC-TV in a new feature, *Cross-Country Caucus*, actually an insert to be used during the network's coverage of the national conventions in Chicago and San Francisco this August.

According to Barry Wood, director of NBC special events who will be in charge of production at the conventions, the technique will take viewers away from the site of convention when a "political question of the hour" arises during proceedings. Cameras will take viewers to newspaper editors and editorial writers in all parts of the U. S. for discussion of the immediate issue. The program insert will be employed during lulls in the convention.

NETWORK PEOPLE

Donald E. Udey, Rural Radio Network, Ithaca, N. Y., appointed chief engineer, supervising technical operation of five fm stations owned by RRN in N. Y. and liaison with 29 am and fm station affiliates.

John F. Antoniazzi, staff member, Lybrand, Ross Bros. & Montgomery, management consultants, named assistant management consultant at CBS Inc., N. Y.

Philip Barry Jr., associate producer, NBC-TV's *The Alcoa Hour* and *Goodyear Television Playhouse* (alternate Sundays, 9-10 p.m. EDT), takes over production of both shows during summer. **Herbert Brodkin,** series' regular producer, returns to programs on Sept. 3.

Vincent J. Donehue, freelance tv producer-director, signed by CBS-TV for coming season and initially assigned to network's *Playhouse 90* series. He has worked on *Goodyear Playhouse, Producers' Showcase, Playwrights '56* and *U. S. Steel Hour.*

Nancy Hamburger, assistant magazine editor, NBC press and publicity, appointed magazine editor of department. **Colleen Hoefer,** NBC press staffwriter, replaces her.

NETWORK SHORT

American Broadcasting-Paramount Theatres Inc., N. Y., announces dividends of 25 cents each will be paid July 20 on outstanding preferred shares and on outstanding common stock to stockholders of record on June 29.

Good Penmanship Needed

EVEN the smallest tv screen will boast of "the big picture" during the ABC-TV coverage of the presidential nominating conventions in August, according to William Trevarthen, ABC engineering operations director.

Reporting that the network will install Intrafax (facsimile) transceivers in both its tv and radio newsbooths, Mr. Trevarthen said that the tv audience will be able to read the latest bulletins—exactly as handwritten by an ABC reporter—in montage without disturbing the regular picture pattern. Mr. Trevarthen cautioned, however, that this procedure will be followed only if the directors feel the tv picture is too important for a cut-off. Intrafax was developed by Western Union.

PRICES FALL ON COLOR TV RECEIVERS

In wake of RCA, GE's announcements of $495 color sets, other manufacturers disclose plans for competitive lines at Chicago furnishings show last week.

TELEVISION took on a competitive color glow and portable "set in every room" look at manufacturers' sales meetings and market showings last week.

If color wasn't exactly busting out all over, it was at least blooming for the first time in Chicago's International Home Furnishings Show. At the same time most major manufacturers hopped on the portable or "personal" tv set bandwagon with a variety of screen sizes ranging from 8 to 17 inches.

In the wake of the breakthrough on the "magic $500" figure for color sets by Admiral, RCA and General Electric, other set makers indicated they intend to be competitive, though in most instances setting no firm prices. Shown were Admiral's table model color set at $499.95 and RCA's and GE's receivers for $495 [B•T, June 18, 11].

Among others who indicated they would be competitive were Motorola, which announced a price range of $500 and up for console and consolette models, and Westinghouse Electric Corp., which reported no price range.

Portable editions were included in lines shown by Motorola, RCA, General Electric, Magnavox and its Spartan Div. and Hotpoint, which unveiled black-and-white tv for the first time.

Motorola executives remained mum on exact prices of its new color line but indicated there would be a price differential of $100 between its consolette (or table) and console models, and that the firm would be "competitive" in different markets on the basis of competitive prices in each. Motorola claims it will compete with RCA, Admiral and General Electric, even with sets above $500. Motorola receivers incorporate the RCA tube.

Motorola, Admiral Plans

Motorola did not show its new color line at the Home Furnishings Show, but unveiled it at a distributor sales meeting June 21-23. Another competitor, Admiral Corp., is holding off until its sales meeting this week, keeping silent on whether it will reduce its prices on consoles ($895) as it has on table models. Admiral showed its sun-powered or solar, tubeless radio last week.

Likewise, Westinghouse introduced its four table and two console color sets, "price undetermined," as well as a new group of 21- and 24-in. black-and-white sets. The color receiver was described as incorporating "the world's first 22-in. rectangular all-glass tube."

At the Motorola distributor meeting Thursday, Robert W. Galvin, president, claimed "a fruition of the two new basic concepts"—a color receiver and portable television—and predicted compatability in the living room with monochrome sets. Motorola concentrated on 14 inches in the tv portable line and also on transistorized portable radios.

Most of the manufacturers, however, including Motorola, Admiral and RCA, weren't making any great claims for out-of-the-home reception on portable models, according to a spot check by B•T. Rather, the emphasis was on transportability within the home, instead of on the beach and elsewhere.

At a news conference Thursday, Sol Polk, president of Polk Bros. in Chicago, a heavy local television advertiser, predicted he will sell 10,000 color sets by the end of the year. He reported he has sold over 1,000 receivers since the first of the year which, if true, is significant. (There are reportedly about 2,500 color units in Chicago.) He felt black-and-white set sales will not suffer because of color television.

Westinghouse claimed "copious use of printed circuitry" in its color models (using Westinghouse tubes) and displayed new black-and-white tv and radio lines.

Considerable interest centered on Hotpoint Co.'s new television line. (It won't market any color this year, even as a General Electric subsidiary.) Hotpoint unveiled portables with minimal 9-, 14- and 17-in. screens (compared to RCA's 8, GE's 9 and Admiral's 10) in a line of seven portables, three 21-in. table models and four 21-in. and two 24-in. consoles, complete with remote control unit with power tuning incorporated. Uhf price differential on the 9 and 14-in. sizes is $20 and $25 on the 17, lower than that offered by some manufacturers. Hotpoint portable prices start at $99.95, with its 21-in. and above sets at $159.95.

One revelation at the Home Furnishing Market was that Hotpoint plans to buy participations in NBC Radio's *Monitor* this fall as part of a huge advertising campaign.

Magnavox has two console color models at $745 and $950—but no new editions to its line are planned now—and portables at $149.50 for 17-in. screens.

GE displayed a complete 21-model tv set line, seven of which were portables and three color receivers [B•T, June 18]. Philco Corp. and CBS-Columbia were fairly conspicuous by their absence in color. Philco showed new clock, table and am-fm radios and portable phonographs. Aside from color receivers, RCA showcased its portable tv and other equipment.

Philco Distributors See New Portable Tv Models

NEW radio, tv and phonograph lines were shown in Philadelphia last Monday to U. S. distributors by Philco Corp., including portable tv sets, multi-purpose clock radios and a high-fidelity speaker system. The models featured lightweight 14- and 17-inch portables in aluminum cabinets and a four-speed phonograph.

Portable tv sets ranged from $109.95 for a 14-inch set to $169.95 for a 17-inch model. Twenty-one-inch consoles range from $199.95 to $339.95 and 24-inch types from $239.95 to $399.95. Tv features include an inside-out chassis permitting up-front sound in all models, using oval and rectangular speakers. Improved circuitry is said to give up to 50% more picture clarity and a custom micro-grid tuner gives improved antenna match.

Emerson 3-Way Portable

A PORTABLE television - phonograph - radio set, claimed to be the world's first, was introduced last week by Emerson Radio & Phonograph Corp., Jersey City, N. J. The Emerson Model 1232 features an 8½-in. screen and can be operated on a car's battery power by plugging an inverter into the cigarette lighter. It retails at a suggested list price of $124.

Also introduced by Emerson last week: six other tv receivers, including two portable and one color set. The latter, Model C-506, is a 21-in. screen deluxe consolette, which features full-scale circuitry and a full complement of parts, that will sell for $678.

A BIG AUDIENCE OF KIDS GIVES CAPTAIN SACTO A BIG RATING!

IF YOU BUY RATINGS, YOU'LL BUY CAPTAIN SACTO, WITH

A BIG 21.7*

IN SACRAMENTO'S BIG TV MARKET!

*Sacramento Television Audience ARB: February 8 - 14, 1956

KCRA·TV
CHANNEL 3
SACRAMENTO, CALIFORNIA
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
represented by Edward Petry & Co.

"Pre-testing" a Stainless Tower

YOU NEVER "TAKE A CHANCE" ON A STAINLESS TOWER

Here's why . . .

Each tower design is subjected to rigorous tests such as shown in the above photo. Progressive hydraulic pressures are applied simulating tower compression loading to determine the "buckling" point. Bags of lead shot are placed along vertical members to simulate maximum wind loadings. Every type of stress to which a tower might be subjected in actual service, is applied to Stainless tower designs with more severity than will ever be encountered in service.

Stainless literally "destroys" towers to make sure that the customer will be assured of absolute dependability!

Dependability Is a "sure thing" when you buy a Stainless Tower.

Stainless, inc.
NORTH WALES • PENNSYLVANIA

ELECTRONICS FIRMS OF GE REORGANIZED

Three separate divisions established among 21 of the firm's organizations for 'rapid expansion and future growth prospects.'

GENERAL ELECTRIC Co., citing "rapid expansion and future growth prospects," has reorganized its electronics business into three separate divisions as part of the GE electronic, atomic and defense system group.

The grouping of 16 electronic businesses and five separate labs into Industrial Electronics, Electronic Component and Defense Electronics Div., to be headed by C. W. LaPierre, executive vice president of the E-A-D Systems Group, and aided by Dr. W. R. G. Baker, vice president and general manager of the former Electronics Div. Dr. Baker—recently-elected RETMA president [B•T, June 18]—will serve as vice president and consultant to Mr. LaPierre until his retirement next year under GE's mandatory retirement program.

Breakdown of executives for the new divisions is as follows:

Harold A. Strickland, former engineering vice president of Hotpoint Co., Chicago, a GE subsidiary, and consultant to the New York engineering services division, will head the new International Electronics Div., New York. It will manufacture, among other things, closed-circuit tv systems, mobile and microwave communications equipment. It comprises the former Syracuse technical products department Waynesboro, Va., specialty control department and Milwaukee x-ray department.

L. Berkley Davis, former general manager, receiving tube sub-department, Owensboro, Ky., will head the Electronic Component Div. with temporary headquarters at Owensboro. This section will be charged with product responsibility for transistors, rectifiers, printed circuits and a wide range of tubes. It comprises the Syracuse cathode ray and semi-conductor products departments; the Auburn, N. Y., electronic components department; the Schenectady power tube department, and the Owensboro receiving tube and electronic components sales departments.

George L. Haller, former general manager of the Syracuse lab department, will take over the Defense Electronics Div., consisting of various GE military plants in upstate New York, Massachusetts and Pennsylvania. It will manufacture a complete line of electronic-defense items ranging from tiny fuzes to complex communications systems.

Wanted: Women

NOT ENOUGH consideration has been given to opening the electronics engineering field to women, according to Dr. C. B. Jolliffe, vice president and technical director of RCA. Speaking at a dinner in honor of the President's Committee for the Development of Scientists and Engineers, in Newark, N. J., last week, Dr. Jolliffe noted that Russia boasts that 20% of its engineers are women, while in the U. S. the proportion is less than 1%. In solving what he termed "a life-and-death struggle for technical supremacy," Dr. Jolliffe said the U. S. should overcome its lack of interest in women engineers and break up the "monopoly of masculinity" in the engineering field. He also said RCA has been encouraging training of women in the field.

Michigan Tube Plant Shut Down By CBS Inc.

A SECOND manufacturing arm of CBS Inc., that of CBS-Hytron (tubes), showed signs last week of bending to a business dip with the announcement that the Kalamazoo, Mich., plant will be shut down. The plant, which employs 700 persons, makes black-and-white picture tubes. Operations are to be transferred to CBS Hytron's Newburyport, Mass., plant, thereby centralizing its tube making.

Only a bare month ago, CBS-Columbia (receivers) was reported to be in a period of rough sledding [B•T, May 28]. As early as CBS Inc.'s annual report of three months ago, Board Chairman William S. Paley and President Frank Stanton had revealed that despite an increased volume of business in 1955, CBS Hytron failed to be profitable because of "high developmental costs in color as well as to heavy price competition in picture tubes."

As expressed last week by a CBS Inc. spokesman, the Kalamazoo plant's closing was prompted specifically by (1) a drop in the actual production of receivers, and (2) the failure of what at first was estimated to be a "fabulous" future for color tubes. This source also noted that CBS Hytron was "doing well in receiving tubes" and the outlook is "good on transistors." The trouble he laid to slow movement of picture tubes.

While the Kalamazoo plant will be closed, CBS Hytron will retain it for "possible" manufacture of color tv tubes on an if-and-when basis, and, in the meantime, will use it as a warehouse.

Also cited by Charles F. Stromeyer, CBS Hytron president, was the "public fancy" for portable tv sets that has increased the demand for small picture tubes. This new trend, he observed, makes it necessary for the company to "revert our concentration of production to make the most effective use of manufacturing equipment." The Newbury plant is equipped to make both large and small picture tubes, while only the larger-sized types have been produced at the Michigan plant.

Dealers' Sales in '55 Analyzed in New Report

RADIO-TV receivers and record-players accounted for less of appliance dealers' total dollar volume in 1955 than in the previous year, but still commanded top sales ratings, according to a survey of members of the National Appliance and Radio-Tv Dealers Assn. announced last week.

As to 1956 prospects, dealers expect to show the best sales record in laundry equipment, particularly dryers, with television ranking second and refrigerators third. The survey, conducted by Richard E. Snyder, Chicago economist, also noted that color tv, high fidelity and certain white goods appliances are receiving special promotion this year.

Among products showing percentage increases in total sales with trade-in factors were tv sets, which rose from 29% of total sales in 1954 to 38% in 1955, and vacuum cleaners from 35% to 46%.

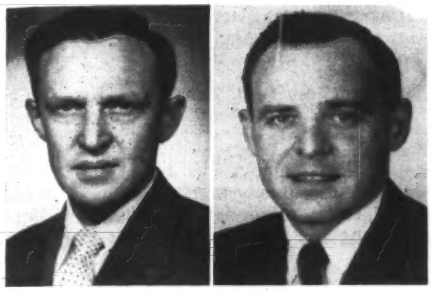
Among primary "operating problems" reported by dealers last year were "false and misleading advertising" and price-cutting. It was not revealed how many dealers responded to the survey.

CHROMATIC BOOSTS COLOR TV ACTIVITY

Firm hopes that 'Chromatron' sets will sell in $300-$400 price range. New appointments also announced in stepped-up receiver development plans.

CHROMATIC TELEVISION Labs, New York, still a big question mark in color tv, showed signs last week of stepped-up activity on behalf of its "Chromatron," or Lawrence, single-gun color tv picture tube and associated equipment.

New appointments were announced and a Chromatic spokesman admitted that "we are now re-activating ourselves a bit." The renewed activity, which includes plans for additional demonstrations of Chromatic color to manufacturers, has been recent. Early in June, Barney Balaban, president of Paramount Pictures Corp., 50% owner of Chromatic, said the development "has reached the stage of commercial acceptability" and noted only that certain problems in the production design of some of the components remained [B•T, June 11].



MR. NEUWIRTH MR. CHESNES

Hopes have been expressed by Chromatic that the manufacturers will be able to offer color sets in the estimated $300-$400 price range utilizing the Lawrence method. The least expensive 1956-57 color receiver on the market is now $495. The single-gun color receiver is Chromatic's main commercial interest.

Among the new Chromatic appointments announced by Robert Dressler, vice president of Chromatic Labs: Albert A. Chesnes, formerly director of technical operations, advanced in supervisory capacity to technical director, where he will be responsible for overall supervision of the color development program as well as for Chromatic's military electronics activities, and Paul Neuwirth, who becomes department chief of color tv development at the laboratories. Mr. Neuwirth was project engineer in charge of CBS-Columbia's color receiver development.

Other appointments: Sy Krinsky, previously chief engineer of Telechrome Mfg. Co., becomes chief engineer, and Albert Jacobs, formerly with Chromatic's government program activities (radar equipment and displays), moved up to department chief of government research and development.

Eitel-McCullough Announces New Ceramic Receiving Tubes

EITEL-McCULLOUGH INC., San Bruno, Calif., which claims it is the world's largest manufacturer of power transmitting tubes, announced in New York last week that it has developed a "new concept" in receiving tube production. The new tubes are stacked ceramic and made to withstand extreme conditions. They were developed under an Air Force contract.

John S. McCullough, director of research, predicted that eventually these receiving tubes would be made available for the "mass market, for example, the television receiving tube industry." Asked by newsmen how the Eitel-McCullough tube would compete against the transistor in future receiver developments, he said Eimac (the company's brand name) ceramic receiving tubes would be useful when tv sets become smaller and higher temperatures become a problem. Mr. McCullough explained that the transistor, a semiconductor, is hard put at very high temperatures, with its ability to amplify then uncertain.

Radio-Tv Repair Bills Up

RADIO AND TV repair shops had total business of $313 million in 1954, compared to $100 million in 1948, according to the Census of Business conducted by the U. S. Census Bureau. This 211% increase, during the years when television experienced its greatest growth, was paralleled by a 224% increase in payroll, $19 million to $62 million.

New York led with 12.4% of radio-tv repair shop business. Illinois was second with 9.1%; California third with 9%; Pennsylvania fourth with 6.7%, and Ohio fifth with 6.1%.

Transistor Recorder by RCA

DEVELOPMENT of a transistor-powered tape recorder—claimed to be the first of its kind—was announced last week by RCA Theatre & Sound Products Dept., Camden, N. J. The new SRT-2, a high-fidelity instrument, utilizes both transistors and printed circuits, operating, RCA claims, with a minimum of parts and emitting no hum.

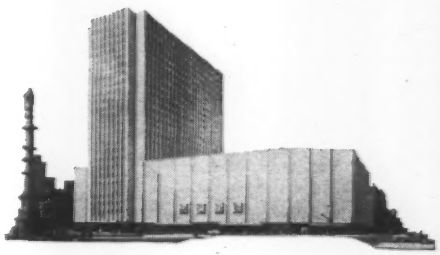
ROSY PICTURE SEEN FOR AMPEX BACKERS

AMPEX Corp. plans to produce 200 tv magnetic tape recorder units in 1958; it has orders for 90 units to be made next year at a price of $45,000 per unit, and its prototype units are sold at $75,000 per unit. These figures are contained in a report for investors in Ampex Corp., prepared by Blyth & Co., national underwriter and distributor of securities.

Total sales of Ampex for the year ended April 30 exceeded $10 million, with sales of at least $15 million projected for the year ending next April 30, according to the report. Advance orders for production models of the tv recorder exceed $4.5 million, it was pointed out. Earnings before research expenses and taxes totaled an estimated $1.6 million for the last fiscal year, with net earnings at $300,000.

Much attention in the report is directed to the new tv magnetic tape recorder, first shown at the NARTB convention in Chicago. Noted is the "response of the tv industry" to Ampex's tv recorder, which the report claims "has exceeded that of the radio industry in its enthusiasm" for Ampex's magnetic tape sound recorder when it was shown in 1947.

Looking ahead, the report points out that use in instrumentation of the tv tape recorder may have potential applications in markets "which could overshadow its prospective use in the television and motion picture industries." Cited also were studies by Ampex marketing analysis which "indicate excellent growth prospects for sales of its audio equipment and its recently introduced tape phonograph for the home market."



sesac's

New Home

The Coliseum Tower
10 Columbus Circle
New York 19, N.Y.

New Phone

JUdson 6-3450

Celebrating Our 25th Anniversary

1956 Radio Shipments Up, Tv Down for First Third

RADIO SHIPMENTS to dealers in the first four months of 1956 totaled 1,920,683 receivers compared to 1,577,483 a year ago, according to Radio-Electronics-Tv Mfrs. Assn. (radio shipment data does not include auto sets, which seldom pass through dealers' hands.) April radio shipments totaled 449,810 sets compared to 530,349 in March and 413,021 in April 1955.

Shipments of tv sets to dealers totaled 2,059,129 in the first four months of 1956, compared to 2,329,449 a year ago. April tv shipments totaled 356,893 sets compared to 549,220 in March and 361,102 in April 1955.

Radio set shipments in the first four months of 1956, by states, follow:

State	Total	State	Total
Ala.	24,392	Neb.	12,406
Ariz.	11,908	Nev.	2,550
Ark.	10,540	N. H.	6,131
Calif.	190,161	N. J.	71,310
Colo.	14,651	N. M.	6,822
Conn.	31,008	N. Y.	314,024
Del.	3,582	N. C.	29,147
D. of C.	17,760	N. D.	5,053
Fla.	35,886	Ohio	108,431
Ga.	29,467	Okla.	15,555
Idaho	4,103	Ore.	17,274
Ill.	160,051	Pa.	134,674
Ind.	35,608	R. I.	12,133
Iowa	19,672	S. C.	12,305
Kan.	15,224	S. D.	5,004
Ky.	29,006	Tenn.	22,592
La.	25,850	Tex.	86,693
Me.	8,737	Utah	6,776
Md.	31,013	Vt.	4,033
Mass.	70,249	Va.	27,664
Mich.	82,337	Wash.	29,841
Minn.	26,761	W. Va.	11,833
Miss.	10,803	Wis.	36,081
Mo.	41,532	Wyo.	2,695
Mont.	6,061	GRAND TOTAL	1,920,683

Tv set shipments to dealers during the first four months of 1956, by states, follow:

State	Total	State	Total
Ala.	33,392	N. H.	7,306
Ariz.	13,276	N. J.	69,595
Ark.	22,345	N. M.	7,529
Calif.	186,485	N. Y.	230,023
Colo.	15,973	N. C.	48,411
Conn.	32,104	N. D.	6,320
Del.	5,271	Ohio	112,838
D. of C.	18,088	Okla.	28,416
Fla.	65,991	Ore.	23,714
Ga.	47,932	Pa.	140,422
Idaho	8,754	R. I.	10,382
Ill.	108,150	S. C.	21,544
Ind.	49,661	S. D.	7,290
Iowa	22,506	Tenn.	38,526
Kan.	23,305	Tex.	144,894
Ky.	35,920	Utah	8,794
La.	42,016	Vt.	5,824
Me.	12,549	Va.	39,569
Md.	28,010	Wash.	31,448
Mass.	63,531	W. Va.	23,520
Mich.	79,965	Wis.	37,739
Minn.	27,888	Wyo.	2,492
Miss.	20,001	U. S. TOTAL	2,053,510
Mo.	46,546	Alaska	1,326
Mont.	6,399	Hawaii	4,293
Neb.	18,235	GRAND TOTAL	2,059,129
Nev.	2,621		

Color Boosts Ratings, RCA Executive Declares

HOW IMPORTANT is the rating? RCA, itself a network owner and a national advertiser for its consumer products, thinks there is a "secondary reaction now showing up in the ratings" of network tv programs—specifically, the color spectaculars.

An RCA executive—R. H. Coffin, vice president for advertising and sales promotion—presented advertising plans for RCA's new tv set line at a showing in New York last week. He told about RCA's stepped-up spectacular sponsorship starting Sept. 17. The secondary reaction, i.e. creating excitement for the program, it what counts, he implied. Noting that RCA is "unique" in the use of color programming, Mr. Coffin commented: "but in doing so, we are not being altruistic. Experience backed by cold figures, proves that when a show is colorcast, the number of people who view it, whether in color or black-and-white, is greater than if the *same* program were carried in black-and-white alone."

Nominating Conventions Boon To Tv Portable Sales—Beldon

DEMAND for portable or "personal" tv sets will be greatly stimulated this summer by the presidential nominating conventions and elections, a General Electric Co. executive predicted last week.

Attending the International Home Furnishings Market in Chicago, Jack S. Beldon, marketing manager for GE's tv receiver department, pointed out 1956 is the first presidential election year the public will be able to follow developments out of the home with television portables. He noted advantages of pictorial coverage of top news events as provided by tv and felt the public demand for portables will increase.

Sylvania Founder Dies

FUNERAL services for Frank A. Poor, 76, a founder and vice chairman of Sylvania Electric Products Inc., were held last Wednesday in Swampscott, Mass. He died June 17 in Wolfeboro, N. H., after a brief illness.

Mr. Poor entered the electronics field in 1901 when he purchased the Bay State Lamp Co., Middleton, Mass. In 1931 he merged the company with the Nilco Lamp Co. and Sylvania Products Co. of Pennsylvania to form the nucleus of the present organization.

MANUFACTURING PEOPLE

MR. WILDER

Ed Wilder, New England area sales engineer, Gates Radio Co., Quincy, Ill., promoted to northeast district manager, covering New York City, N. Y. state and New England. He headquarters at 51 E. 42nd St., N. Y.

George Gill, lighting consultant in N. Y. and Florida, to Century Lighting Inc., N. Y., as manager of new southern branch in N. Miami, Fla. New office, located at 1485 N.E. 129th St., has been set up to serve tv, motion picture and theatre industries in Fla., Ga., Caribbean and South America.

W. L. Gorrell, manager of manufacturing engineering at General Electric Co.'s electronic tube plant in Anniston, Ala., promoted to manager of plant.

Maj. Gen. Francis H. Lanahan, U.S.A. (Ret.), vice president and general manager of Federal Electric Corp., Lodi, N. J., elected executive vice president of company.

James H. Carmine, retired president of Philco Corp., Phila., appointed consultant on merchandising and marketing, Chrysler Corp., Detroit.

George C. Isham, eastern regional manager of electronic products distributor sales, Sylvania Electric Products Inc., to general merchandising manager, electric products sales department.

Harley T. Litteral, formerly regional sales manager, Stromberg-Carson Co., Rochester, N. Y., to Hoffman Electronics Corp., L. A., as district manager for Hoffman Radio Div., with headquarters in Indianapolis.

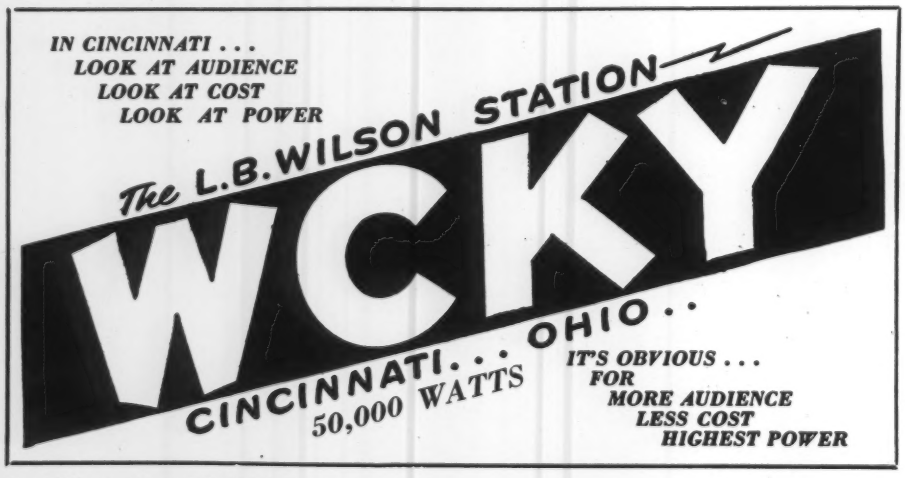
Sam Newman, senior buyer, Magnavox Co., Fort Wayne, Ind., promoted to assistant purchasing agent of tv-radio-phonograph division.

MANUFACTURING SHORTS

Turner Co. of Cedar Rapids, Iowa, marketing new cardioid microphone, Model 98, claimed to combine compact design with outstanding directional characteristics. Single active element is rugged moving coil type with plastic diaphragm. Unit measures 6¼x1½x1 in. and sells for $59.50.

Allen B. DuMont Labs, Clifton, N. J., reports orders for two 5 kw transmitters from WAGM-TV Presque Isle, Me., and KDIX-TV Dickinson, N. D. Firm also announces shipping tv studio system—consisting of image orthicon chain, camera and associated studio equipment—to Radio Nacional de Espana, Barcelona, Spain, for that city's first tv station. KAVE-TV Carlsbad, N. M. (ch. 6), has ordered 5 kw transmitter and studio equipment for shipment this month.

Magnetic Recording Industry Assn., N. Y., has re-elected full slate of officers for new term. They are Joseph F. Hards, Magnetronics Inc., president; Russell Tinkham, Ampex Corp., vice president; Herman Kornbrodt, Audio Devices Inc., secretary; Victor Machin, Shure Bros. Inc., treasurer; Robert P. Leon, Brush Electronics, and Paul Jansen, Minn. Mining & Manufacturing Co., directors. Organization also reports following new members: Affton Industries, St. Louis; Electronic Teaching Labs., Washington; M. & N. Harrison, N. Y., bringing membership total to 36.



Contract Awarded Thomson For Scottish Commercial Tv

ROY THOMSON, part owner of CHEX-TV Peterborough, Ont., and CKWS-TV Kingston, Ont., and a number of Canadian radio stations, has been awarded the program contract for commercial television in Scotland [CLOSED CIRCUIT, April 30]. Mr. Thomson will establish Scottish Television Ltd. at Edinburgh, and will program a station of the Independent Television Authority located between Edinburgh and Glasgow.

He plans to bring some technicians from his Canadian operations to assist in setting up Scottish Television Ltd. Mr. Thomson also owns *Edinburgh Scotsman, Evening Dispatch* and *Weekly Scotsman,* a large chain of Canadian daily newspapers and the *St. Petersburg* (Fla.) *Independent.*

Canadian AFM Requests Talent Use Requirement

INDEPENDENT radio and television broadcasting stations in Canada should be required to devote a minimum percentage of gross revenue to the use of Canadian talent, the Canadian branch of the American Federation of Musicians stated in its brief before the Royal Commission on Broadcasting at Toronto. The Canadian AFM suggested stations should use about 5% of their gross on Canadian talent.

The organization also suggested to the commission that increased import duties should be placed on low-cost films, electrical transcriptions and recordings in order to encourage Canadian production of such material for broadcasting and telecasting. The brief asked that the Canadian Broadcasting Corp. give more opportunity to musicians in other than major production centers of Toronto, Montreal and Vancouver.

Canadian ARF Elects Gamble

ADRIAN GAMBLE, Procter & Gamble Co. of Canada, Toronto, has been named chairman of Canadian Advertising Research Foundation. succeeding J. M. Bowman of J. Walter Thompson Co., Toronto. H. D. Roach, McKim Adv. Ltd., Toronto, was elected vice chairman and Frank A. Healy, general manager of Assn. of Canadian Advertisers, secretary-treasurer.

CFRS Simcoe, Ont., on Air

CFRS Simcoe, Ont., started operations with 250 w on 1560 kc yesterday (Sunday) with the official opening planned June 30. Station manager is Ted Fielder, with Radio & Television Sales Inc., Toronto, as representative.

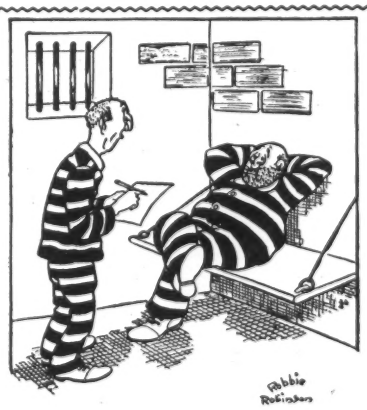
INTERNATIONAL SHORTS

Ford Motor Co. of Canada Ltd., Toronto (Mercury, Lincoln and Meteor cars) to Vickers & Benton Ltd., Toronto effective in fall. Ford brand advertising will continue to be handled by Cockfield, Brown & Co. Ltd., Toronto, which will also handle *Ed Sullivan Show* in Canada. Split in advertising placement was made to enable separate agency to concentrate on growing Mercury-Lincoln-Meteor division.

HOW LONDON VIEWING COMPARES TO NEW YORK

COMPARISON OF TOP FIFTEEN ONCE A WEEK TELEVISION PROGRAMS

NEW YORK 17 County Area (By The Pulse Inc.)			LONDON area (By Pulse Ltd.)		
	Program	Average Rating % April		Program	Average Rating % April
Ed Sullivan	Sunday	48.7	Dragnet	Friday	69
$64,000 Question	Tuesday	38.9	Take Your Pick	Friday	64
I Love Lucy	Monday	37.7	I Love Lucy	Sunday	63
Perry Como	Saturday	33.7	Douglas Fairbanks Presents	Wednesday	60
Groucho Marx	Thursday	32.9	Inner Sanctum	Tuesday	60
Alfred Hitchcock	Sunday	32.8	London Palladium	Sunday	60
Climax	Thursday	31.9	Living Room	Monday	59
Jack Benny	Sunday	31.8	London Playhouse	Thursday	59
Jackie Gleason	Saturday	31.7	Jack Jackson Show	Sunday	57
December Bride	Monday	30.3	Gun Law	Wednesday	56
What's My Line	Sunday	30.1	The Crazy Gang	Tuesday	56
Disneyland	Wednesday	29.9	Theatre Royal	Sunday	56
Person To Person	Friday	29.8	Tony Hancock Show	Friday	56
$64,000 Challenge	Sunday	29.5	Adventures of Laddy	Sunday	55
Mama	Friday	29.1	Jack Hylton Presents	Thursday	55



"On July fourth I'm asking KRIZ Phoenix to play Stars and Stripes Forever."

CHEK-TV are call letters for new tv station for Victoria, B. C., to start operations this fall. Station will be first in Canada to be equipped for color telecasting, though no color programs will be aired until such programs are available through the Canadian Brodcasting Corp. tv network. Station is owned by David M. Armstrong, owner of CKDA Victoria. Charles White is manager.

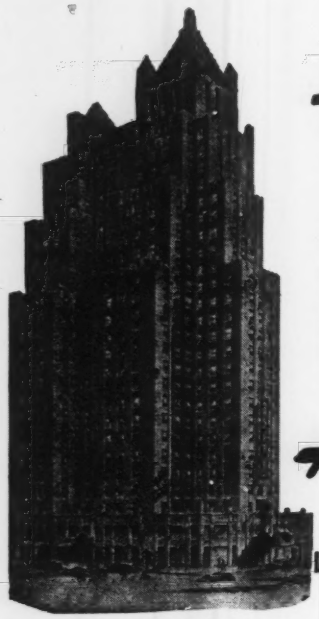
INTERNATIONAL PEOPLE

Bill Byles, radio-tv director of Young & Rubicam Ltd., Toronto, to executive vice president and director of Horace N. Stovin & Co. Ltd., Toronto station representative firm.

Bill Todd, salesman of CKOY Ottawa, Ontario, and CKEY Toronto, Ont., to manager of CFJB Brampton, Ont.

Hugh Palmer to television director of CBUT Vancouver, B. C., succeeding **Peter McDonald,** moved to Toronto national program office of Canadian Broadcasting Corp.

if you're in the market for INSTANT BUSINESS...
K·DUB stations
INSTANT SALES
100% PURE SALES IMPACT
Made with a high-income audience of over 187,780 viewers... all entertainment-hungry gourmets, eager for new brands & recipes!
F. BEASLEY
SPECIAL
KING SIZE
PACKAGE
Large Economy Size
OFFERING TEXAS' TREASURE ISLAND COMBINATION: KDUB-TV & KPAR-TV AT A SPECIAL COMBINATION RATE
CBS
K·DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS
NATIONAL REPRESENTATIVES THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett



HOME OF THE FAMOUS

Hawaiian Room

● Just 3 minutes from New York City's Grand Central Terminal and conveniently near to the Fifth Avenue shopping district, the Lexington is centrally located. Its 801 outside rooms are all equipped with combination tub and shower bath, circulating ice water, full-length mirror, 4-station radio. Television.

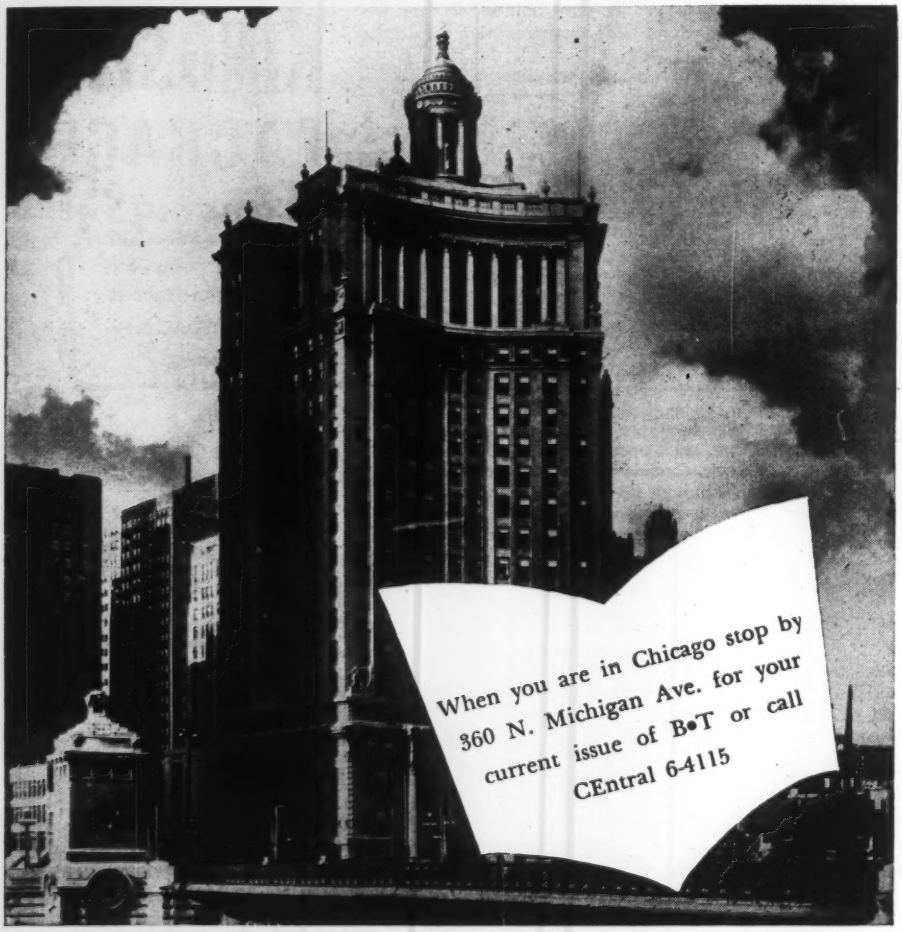
"New York's Friendly Hotel"

Hotel Lexington

Near the United Nations

LEXINGTON AVE. AT 48th ST., N.Y.C. 17

CALL YOUR TRAVEL AGENT



AWARDS

Southern Calif. News Club Names Annual Award Winners

WINNERS in the 1956 annual awards competition of the Radio & Television News Club of Southern California have been announced. They are:

Most consistent news coverage by a local radio station—KBIG Catalina; best radio news writing and newscasting—Mutual-Don Lee Network *Newspaper of the Air;* best radio special event—KLAC Los Angeles' Santa Fe train wreck coverage; best radio sports—KABC Los Angeles' *Big Game Rally;* best radio commentary—Virgil Pinkley, Mutual-Don Lee; best tv special event—CBS-KNXT (TV) Los Angeles *Focus on Delinquency;* special award—Alexander Ramati, monitoring foreign broadcasts and servicing local programs.

'Crusade' Honors Radio-Tv

RECOGNITION to radio-tv in the form of Crusade for Freedom awards to 74 people in the industry, mainly performers, has been announced by the organization, which supports Radio Free Europe through public contributions. Along with the awards, Crusade's radio and tv director, Norman H. Pader, emphasized the "wholehearted support" of the entire radio-tv industry.

AWARD SHORTS

Charles F. Kocher, chief engineer, WXYZ-AM-FM-TV Detroit, received Alumni Achievement Award from Lawrence Institute of Technogy, Detroit.

WNBZ Saranac Lake, N. Y., given plaque for service to Paul Smiths College, Paul Smiths, N. Y. Station President Jacques DeMattos received award at college commencement.

WALK-AM-FM Patchogue, L. I., commended by Maritime Administration of U. S. Dept. of Commerce for cooperation in publicizing Maritime Day. Station also received certificate of appreciation from N. Y. State Assn. for Crippled Children for Easter Seal campaign cooperation.

Walter Paschall, promotion manager, WSB-AM-FM-TV Atlanta, Ga., named Civitan of the Year by Atlanta Civitan Club.

Edward R. Murrow, CBS, received *Holiday* Magazine 1956 travel award for "contribution to world understanding" with *See It Now* tv show.

WRCA-TV New York's *Ask the Camera* cited by Catholic Youth Organization for "providing wholesome and entertaining leisure time scholastic opportunities designed to encourage in young people the expression of God-given talents."

NBC's Public Affairs Department awarded silver disc of 25th anniversary broadcast of *The Catholic Hour* by National Council of Catholic Men.

Harold C. Lund, Westinghouse Broadcasting Co. vice president in charge of KDKA-AM-FM-TV, received bronze plaque award from Pittsburgh Opera Inc. in recognition of stations' support of live opera project. KDKA-TV telecast organization's production of "Madame Butterfly" April 5, claiming to be first independent tv station to televise an entire opera.

RCA Time-proved Tube Designs—for longer service

20,500 HOURS *continuously* ON AIR

RCA-866-A
The Mercury-Vapor Rectifier Tube with a "proved-in" record of Performance

. . . and going strong*

From WISL, Shamokin, Pa., Chief Engineer Ray Willard writes:

"I thought you might be interested in the report of two RCA-866A mercury-vapor rectifiers we have been operating at WISL. They have already recorded 20,500 hours of continuous service and are still going strong...not a record, perhaps, for this type tube ...but at any rate, the practicability of purchasing dependable RCA tubes is obvious."

Known throughout the broadcast industry for their ability to withstand the wear and tear of ON-AIR operation year after year, RCA rectifiers and power tubes are setting new records for long tube life and reliable operation every day. Cash in on the lower station-operating costs these "time-proven" RCA designs offer. Take advantage of the lower cost per hour of RCA tube performance.

Your RCA Tube Distributor is set up to give you fast service on all types of RCA tubes for broadcast and television station equipment.

*Reported January, 1956

How to get more hours from an RCA-866-A

- Hold filament voltage to 2.5V—at tube terminals
- Keep condensed-mercury temperature within minimum and maximum ratings
- Heat filament fully—warm up bulb—before applying plate voltage
- After transporting tube, never apply plate voltage until mercury is redistributed (by running filament for a few minutes)
- After idle periods, increase plate voltage slowly
- Keep RF out of rectifier compartment
- Avoid using capacitor input-type filters
- Operate tube within RCA ratings; operate "spares" periodically

RCA

TUBES FOR BROADCASTING

RADIO CORPORATION OF AMERICA, HARRISON, N. J.

MEMPHIS EDUC. TV OUTLET COMMENCES

WKNO (TV) Memphis, Tenn., becomes the 21st operating educational tv in the U. S. when it goes on the air today (Monday). The ch. 10 outlet, valued in excess of $500,000, will operate Monday through Friday from 6 p.m. to 9:30 p.m. with filmed programs. Live programs will follow soon, according to Adm. Harold M. Martin (USN, Ret.), managing director of the cultural and educational station.

Today's on-the-air announcement brings to reality a dream that began three years ago when the station's sponsors—the Memphis Community Television Foundation—was formed. The foundation consists of 24 executive trustees and 75 advisory trustees, with Julian Bondurant as chairman.

Commenting on the venture, Mr. Bondurant said the foundation has confidence in the ultimate value of educational tv, and in the ability of the group to provide it in the Memphis area. "Many individuals, firms and various organizations have made our current position possible through contributions of money, material and very much work," Mr. Bondurant added. "To all of them we are most grateful."

WKNO, which has a permanent staff of 14, will have its signal visible within a reported range of 40 air miles. It will acquire its films from Educational Television & Radio Center, a cooperative organization which exchanges film features from various station sites, with headquarters in Ann Arbor, Mich. Program Director Keith Nighbert said he hopes the public will report to the station on reception and program quality. "We welcome all ideas and suggestions that will make this the best station of its kind in the country," he said.

WMCA Presents Control Unit

A $25,000 RCA master control system, which was discarded by WMCA New York when it moved recently to new and modern quarters on Madison Ave., last week was given to the undergraduates of Columbia U.'s WKCR-FM for use starting next September. WMCA President Nathan Straus presented the audio unit to President Grayson Kirk of Columbia. WKCR-FM, which has served only Columbia U. and adjoining Barnard College through a line-system, will cover most New York boroughs and part of northern New Jersey when it returns to the air this fall with the new control system.

N. Y. Plans School Studio

THE CONSTRUCTION of a high school broadcast studio was proposed last week as part of New York City's tentative $105 million school building and planning program for next year. According to a top school official, the studio, part of a new George Westinghouse Vocational High School in Brooklyn "probably" would be the first of its kind in the country. It would be used to broadcast lectures and other educational programs within the school system over closed circuit and to teach students the technical and production aspects of tv.

EDUCATION PEOPLE

Dr. Ryland W. Crary, professor of education, George Washington U., Washington, to Educational Television & Radio Center, Ann Arbor, Mich., as director of education.

Chalmers H. Marquis Jr. promoted from production staff to promotion and development manager at WTTW (TV) Chicago, non-commercial, educational station. He formerly was a director for commercial outlets WBBM-TV and WGN-TV Chicago.

James E. Lynch, instructor in radio and television, State U. of Iowa, Ames, to Indiana U., Bloomington, as assistant professor in radio-tv department.

Howard Douglas Holst, music director, education station, WOI-TV Ames, Iowa, named production manager of WKNO-TV Memphis, Tenn., education station to go on air today (Monday) (see story this page).

EDUCATION SHORTS

Educational Television & Radio Center, Ann Arbor, Mich., announces that 23 film subjects from *Omnibus* (CBS-TV, to resume in fall on ABC-TV) have been edited into 15 half-hour program package for use on education stations under title, *An American Album*. Ford Foundation Tv-Radio Workshop, which produces *Omnibus,* made films available.

KGVO Missoula, Mont., has presented two $150 scholarships given by Montana Radio Stations Inc., to Donald L. Oliver and Donald V. Straus, Montana State U. students.

U. of Pittsburgh is offering six-week summer session course in educational tv production. Sessions will be held at studios of KDKA-TV Pittsburgh beginning July 2.

United Press 1 news produces!

N. J. Broadcasters to Warn Of Approaching Hurricanes

A SPECIAL hurricane network to provide listeners with factual and last minute reports on approaching storms and hurricanes will be operated this summer by New Jersey radio stations in cooperation with the U. S. Weather Bureau. Announcement of the new service was made last week by Gorden Giffen, general manager of WKDN Camden and president of the New Jersey Broadcasters Assn.

Weather reports will be furnished the network by the Atlantic City Weather Bureau, which will maintain a line with WSNJ Bridgeton. The bureau will determine the necessity and frequency of warning broadcasts, disseminated for fm pickup and rebroadcast by am stations. All stations south of Trenton will receive the pickup from Bridgeton while WTOA-FM Trenton will relay the signal to stations north of Trenton.

WTTM Cooperates With USO In Taping Soldier Interviews

WTTM Trenton, N. J., is cooperating with the local USO in an experiment to produce better public relations for the organization. According to William Tracy, USO public relations director, WTTM will tape interviews with servicemen using Trenton USO facilities, then send them to the servicemen's home town radio stations.

The project is planned for a national scale in the future. Herbert E. Evans, vice president and general manager of the Peoples Broadcasting Co. (WTTM), is on the National Advisory Committee to the USO.

KTVX (TV) Plea Aids Infant

THE CRITICAL heart condition of seven-month-old David Peterson came to the attention of Jack Morris, news director of KTVX (TV) Tulsa, who broadcast a plea for aid. Born with a hole in the wall separating the chambers of his heart, David was kept alive by artificially-administered oxygen. Unless the damage was repaired, his chances for survival were slim. Mr. Morris' appeal received quick response, and contributions soon totaled over $1,000. The baby was flown to the Mayo Clinic, Rochester, Minn., for treatment.

'Pennies for Davy'

IT STARTED when 6-year-old Davy Garcia ran into a New Orleans street to retrieve his sister's pencil and was hit by a truck. Davy suffered a broken leg, two broken arms, fractured skull and internal injuries. His father's health is bad, which prevents Mr. Garcia from working full time to feed and clothe the eight little Garcias.

A picture of Davy's sister and brother praying for his life led WSMB New Orleans to launch a "Pennies for Davy" drive among its listeners. Within five hours after the first appeal had been made, more than $100 had been brought to the station by listeners.

The drive continued for four days, with hourly bulletins by WSMB personalities Jim Brown, Scott Muni, Sid Noel, Roy Roberts, and Marshall Pearce giving Davy's condition. Mail continued to pour in after the appeal on the air had ended, with more than 50,000 pennies collected. Contributions were received from as far away as Florida.

Storer Nanigans Off to Entertain Troops Overseas

OFF ON AN 18-week world tour to entertain American Armed Forces in the Far East, Alaska and Europe are 20 young non-professional singers, musicians, dancers and comedians, collectively known as the Storer Radio Nanigans, who received their Defense Department assignments after emerging as winners of 13-week contests conducted by the seven Storer radio stations; WGBS Miami, WAGA Atlanta, WJBK Detroit, WSPD Toledo, WBRC Birmingham, WJW Cleveland and WWVA Wheeling.

The idea for the tour originated with Pete Lee, who for the past four years has conducted the *Nanigans* as a Saturday morning program on WJW, with the Cleveland Coca-Cola bottler as sponsor for three years. And, for the past three summers, a group of entertainers chosen from the best non-professional talent appearing on the weekly radio programs has gone abroad for Armed Forces appearances under the guidance of Mr. Lee and his wife. The 1953 unit was voted the third most popular show by its servicemen audiences, topped only by Hazel Scott and Martin and Lewis. The 1954 and 1955 units were both voted number one.

Following the acquisition of WJW by Storer Broadcasting Co., the contest this year was expanded to include entries from all seven Storer-station cities. Eliminations began in January and on June 1 the group left Cleveland on the first leg of their round-the-world tour of Armed Forces bases overseas. The Nanigans travel under Army orders, with transportation arranged by the Army and a fee of $7.50 per diem per performer paid by the government.

Storer *Nanigans* board plane for start of their 18-week overseas tour.

WTTM Stresses Holiday Safety

WTTM Trenton, N. J., aired over 900 traffic safety reminders over Memorial Day and May 29, it was announced by Fred E. Walker, general manager. Newcasts, commercial copy and messages from Mercer County safety officials included warnings and safety tips. Planes from Civil Air Patrol also were on hand to fly over surrounding highways and report to WTTM listeners. The station plans a similar campaign for the July 4th and Labor Day holidays.

WAVE-TV Telethon Grosses $150,000

A NOVEL 16½-hour telethon for the benefit of Louisville Children's Hospital and aired over WAVE-TV Louisville totaled over $150,000 in consigned merchandise from local merchants. The telethon, named "Bids for Kids," auctioned a $14,300 home, several automobiles, and numerous appliances at a gross of about $50,000. The rest of the amount added another $100,000 in pledges, donations, and auction profits. Singers Johnny Desmond and Helen O'Connell, orchestra leader Lou Busch (Joe "Fingers" Carr), and comedian Wally Cox entertained a packed Memorial Auditorium. WAVE's Ed Kallay was m.c., with other staffers entertaining throughout the evening show.

$35,000 for UCP

OVER $35,000 in donations was collected by WICS (TV) Springfield, Ill., on its third annual United Cerebral Palsy Fund telethon, topping the amount raised the previous year by $10,000. The 20-hour program featured celebrities June Havoc, Lanny Ross, Emmett Kelly and over 80 additional acts.

Oklahoma City Stations Play Ball

"THE Feather-Headed Greenies" and "The Mudville Sluggers" battled it out in a softball tilt prior to an Oklahoma City-Dallas game at Texas League Park. The occasion was a benefit night game for the Oklahoma City YMCA junior baseball program. Danny Williams, WKY and WKY-TV announcer and star of the *Three-D Danny* show, captained the Greenies, while Eddie Coontz, KWTV (TV)-KOMA entertainer and m.c., was the Sluggers' captain.

Buy.. WCNX MIDDLETOWN, CONN.
500 W.
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COMPARATIVE NETWORK AM SHOWSHEET

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	First 5 Texaco Mon. Morning Headlines	News	TBA	Monitor *
6:15	Paul Harvey News	O'Hara	Seeman Bros. Tomorrow's Front Page (6:15-6:25) John Price News	Mutual of Omaha On the Line with Bob Considine
6:30	It's Time	Liggett & Myers Gunsmoke	Mutual Benefit Bob Considine	Monitor *
6:45	The Evening Comes		This Fabled World	"Meet the Press"
7:00	Weekend News	Mitch Miller	General Tire Sports Time	Monitor *
7:15	Show Time Review		"By the People"	
7:30	George Sokolsky			
7:45	It's Time		Pan American Panorama	
8:00	Valentino			
8:15	Henry Milo Travel Talk $	Weather		
8:30	Co-op America's Town Meeting	B&W News	Hour of Decision Billy Graham Evangelistic Assoc.	
8:45		Meet Corliss Archer		
9:00		P. Lorillard Two For The Money (203)	Lutheran Hour Report	
9:15	Overseas Assignment	News	Bill Hillman	
9:30	Lifetime Living $	Summer in St. Louis	World Traveler	
9:45	It's Time		Manion Forum Dean Clarence Manion	
10:00	Sammy Kaye	Steel Pier Bands	Co-op Keep Healthy	
10:15	It's Time	Sports		
10:30	Erwin Canham	News	Wings of Healing	Billy Graham ** Evangel. Assoc. Hour of Decision (Split Network) and *Monitor
10:45	Dick Hayes Sings	Face the Nation		
11:00	The Assemblies of God "Revival Time"	Church of the Air $	Bon Soir Paris	American Forum
11:15 PM	Texaco News	News		
	Moods in Melody	Dance Orchestra	Wings of Healing	Hour of Decision (Split Network) and * Monitor

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	No Service	Allan Jackson	Bob & Ray	No Network Service
6:15	ABC—News	No Service		
6:30	All State Bill Stern		Hero's Hollywood Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Dolco Batteries Lowell Thomas (198) R	Kraft News	Alex Drier Man on the Go Co-op
7:00	CIO-AFofL Edw. P. Morgan	Kools (196) Amos 'n' Andy Music Hall	Co-op Fulton Lewis, Jr.	No Network Service
7:15	Co-op Quincy Howe		Dinner Date	
7:30	Mysteries	Philip Morris (194) Bing Crosby	Gabriel Heatter	Miles Labs. & (S) News of World 166
7:45		Am. Oil Ed. R. Murrow (82)	What's Your Opinion	One Man's Family ****
8:00	American Music Hall	Jack Carson Show $	True Detective Mysteries (Participating)	Gen. Motors Henry J. Taylor ****
8:15				Berkshire Festival Boston Symphony Orchestra
8:30	Firestone Voice of Firestone	Lipton & Toni (alt. wks.) Godfrey Talent Scouts (160) R	John Steele	
8:45		Chevrolet News	Esso Reporter	
9:00	American Music Hall	My Son Joep	Bob & Ray	Bell Telephone Telephone Hour (185) R
9:15		Yours Truly Johnny Dollar	Behind the Iron Curtain	
9:30	ABC News	Capitol Cloakroom	Reporters' Roundup	
9:45	Best Bands of the Land			Contrsts In Music (Eastman School Orchestra)
10:00	News	Eric Sevareid $		
10:15	Vandercook, CIO		Studio X Music	News-Frederick
10:30	The 3 Suns	Dance Orchestra		Chet Huntley Net. Part.
10:45	News			World of Music
11:00	Martha Lou Harp			All Star Parade of Bands
11:15 PM	Songs by Dini	CBS News	Virgil Pinkley	No Network Service
	Sports Report $	Dance Orchestra	Studio X Music	News of the World

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Allan Jackson	Bob & Ray	No Network Service
6:15	ABC—News	No Service		
6:30	All State Bill Stern		Les Paul Sports	Sun Oil & Co-op 3-Star Extra (34)
6:45	No Service	Dolco Batteries Lowell Thomas (199)	Kraft News	Alex Drier Man on the Go Co-op
7:00	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)	Fulton Lewis Jr.	No Network Service
7:15	Co-op Quincy Howe		Dinner Date	
7:30	Mysteries	Philip Morris CBS Columbia Bing Crosby	Gabriel Heatter	Miles Labs & (S) News of World *****
7:45		Ed. R. Murrow Co-op	Coca-Cola Co. The Eddie Fisher Show (245)	One Man's Family ****
8:00	American Music Hall	Jack Carson Show $	Treasury Agent (Participating)	X Minus One (Networks-Local Participations)
8:15	News $			B&W News
8:30	American Music Hall	Suspense	Squad Room	Biography In Sound
8:45	News	Chev. News (198)	Esso Reporter	
9:00	American Music Hall	My Son Joep	Bob & Ray	
9:15		Yours Truly Johnny Dollar	Dateline Defense	
9:30	ABC News	Campaign '56	The Army Hour	
9:45	Best Bands of the Land	UN Report		Conversation
10:00	News	Eric Sevareid $		News-Frederick
10:15	Vandercook, CIO		Studio X Music	Chet Huntley Net. Part.
10:30	The 3 Suns	Dance Orchestra		World of Music
10:45	News			Nightlife with Nordine
11:00	Take Thirty $	CBS News	Virgil Pinkley	No Network Service
11:15 PM	Singing with the Stars	Dance Orchestra	Studio X Music	News of the World Morgan Beatty
	Sports Report $			

WEDN

	ABC	CBS
6:00 PM	No Service	Allan Jackson
6:15	ABC—News	No Service
6:30	All State Bill Stern	
6:45	No Service	Dolco Batteries Lowell Thomas (199)
7:00	CIO-AFofL Edw. P. Morgan	Amos 'n' Andy Music Hall (198)
7:15	Co-op Quincy Howe	
7:30	Mysteries	Philip Morris Bing Crosby
7:45		Am. Oil Ed. R. Murrow (82)
8:00	American Music Hall	Jack Carson Show $
8:15	News $	
8:30	American Music Hall	FBI In Peace & War
8:45	News	
9:00	American Music Hall	Chev. News (19
9:15		My Son Joep
9:30	News $	Yours Truly Johnny Dolla
9:45	Best Bands of the Land	Washington the World
10:00	News	Eric Sevareid
10:15	Vandercook, CIO	
10:30	Pabst Fights	Dance Orchestra
10:45		
11:00	Singing with the Stars	CBS News
11:15 PM	Sports Report $	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	ABC News	News $	Dr. Wyatt Wings of Healing (300)	World News Round-Up Co-op
9:15	Great Moments Great Composers	Music Room		Art of Living
9:30	It's Time	Church of the Air	Christian Rel. Church Back to God (288)	Voice of Prophecy (Split) ** Evangelical Assoc "Bible Study Hour"
9:45	Prophecy, Inc. Voice of Prophecy (99)			
10:00	Texaco News	Chev. News (161)	Radio Bible Class (291)	National Radio Pulpit
10:15	Message of Israel $	E. Power Biggs $		
10:30	Texaco News	Invitation to Learning $	Voice of Prophecy (307)	Voice of Prophecy (Split) * Voice of Prophecy * "Monitor"
10:45	Negro College Choirs $			
11:00	It's Time	News	Dawn Bible Frank & Ernest (302)	Monitor * 8:30 a.m. Sun. Thru 12 Mid. Sun. (except as noted)
11:15	Marines in Review	Washington Week	First Church How Christian Science Heals	
11:30	Texaco News	World Affairs	Northwestern U. Review $	
11:45	The Christian In Action $	Salt Lake City Tabernacle $		
12:00 N	No Net Service	Chevrolet News	As I See It Frank Kirkpatrick	
12:15 PM		Fabulous Dorseys $		
12:30	It's Time	Freddie Martin Show $	Bill Cunningham Co-op	The Eternal Light
12:45	Front & Center	Weather	First Church How Christian Science Heals	
1:00	Churches of Christ Herald of Truth (108)	F. W. Woolworth 1-2 p m Woolworth Hour (196)	Front Page Exclusive	Monitor *
1:15			Merry Mailman	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Breakfast Club (Participating)	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15		No Service	Easy Does It	
9:30	My True Story	Arthur Godfrey (Participating)	Cecil Brown	Weekday ***
9:45	When A Girl Marries (165) (Participating)		Footnotes To Medical History	
10:00	Dean Pharmco. Whispering Streets (224) (Participating)		Guest Time	
10:15	Paging the News $		Kraft News	
10:30	Your Happy Holiday		Johnny Olson Show	
10:45			Kraft News	
11:00	Presenting: Franchot Tone	Make Up Your Mind $	Story Time	
11:15	Presenting: Constance Bennett	Wrigley Howard Miller (144)		
11:30	Valentino	P&G Gen Foods (190) Wendy Warren	Queen for a Day Participating	
11:45	Luncheon at Aster	Carter (185) Corn Prod. (74) Helen Trent	Kraft News	
12:00 N	Sunshine Boys	Backstage Wife	On the Boardwalk	
12:15 PM	How To Fix It	Our Gal Sunday $	A. Ladd's Modern Moods	
12:30	No Network Service	Corn Prod. Bristol-Myers Road of Life (61)	No Service	No Network Service
12:45	Co-op Paul Harvey	Lever MWF Aunt Jenny (198)	Co-op Cedric Foster	
1:00	Co-op Ted Malone		Mutual's Music Box	

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Monitor * 8 a.m. Sat. Through 12 Mid. Sat. (except as noted)
9:15		Farm News		
9:30		St. Louis Melodies		
9:45		Garden Gate		
10:00		Chev., A. Jackson		
10:15	It's Time	D-Con (20)	Kraft News	
10:30	Moppets and Melodies	Galen Drake *	Conference Call	
10:45	Texaco News	News	I've Been Reading	
11:00	Presenting Sir Cedric Hardwicke	Robt. Q. Lewis	Kraft News	
11:15	Presenting Constance Bennett	Realemon (198)	Service Band	
11:30	It's Time	Renuzit (200)	Musical Wheel of Chance	
11:45	All-League Clubhouse $	Jel-Sert (203) Toms (198)		
12:00 N	Texaco News	Miller (197)	Kraft News	
12:15 PM	World Tourist	Chev., Jksn. (183)		Allis-Chalmers National Farm & Home Hour (Eastern Stations Only)
12:30	Andy Reynolds Ranch Boys $	Romance $	Magic of Music	
12:45	It's Time	Liggett & Myers Gunsmoke (199)		Monitor *
1:00	American Farmer $	Asphalt (200) Weather on Hwys		
1:15	Texaco News	Chev., Jksn. (185)		Allis-Chalmers Home Hour (Central Sta's)
	Navy Hour $	City Hospital	For Teens Only	

DAYTI

	ABC
1:30 PM	Texaco New
1:45	Pilgrimage
2:00	
2:15	Healing Wat Inc. Dr. Oral Rob
2:30	
2:45	Dr. Wyat Wings of Hea
3:00	
3:15	Pan Americ Union S
3:30	It's Time
3:45	Dr. Billy Gra Hour of Dec (220)
4:00	
4:15	Gospel Rock Old-Fashio Revival Hr.
4:30	
4:45	
5:00	Holiday for Strings $
5:15	Texaco, We
5:30	Goodyear Greatest Ever Tal
5:45 PM	

TUESDAY		THURSDAY				FRIDAY				SATURDAY				
MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	
Bob & Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Not in Service	Allan Jackson	Bob & Ray	No Network Service	Texaco News	News	John T. Flynn		6:00 PM
		ABC—News	No Service			ABC—News	U.N. on the Record S		Richard Harkness Co-op	Pan American Union	New Orleans Jazz Band	The Mariner's Album		6:15
Here's Hollywood	Sun Oil & Co-op 3-Star Extra (34)	All State Bill Stern		Les Paul	Sun Oil & Co-op 3-Star Extra (34)	All State Bill Stern		Here's Hollywood	No network Service	It's Time		Report from Washington		6:30
Sports		No Service	Dolco Batteries Lowell Thomas (199)	Sports		No Service	Dolco Batteries Lowell Thomas (199)	Sports	Sun Oil Co-op 3-Star Extra (34)	Sports Kaleidoscope	Saturday at the Chase	Dinner Date		6:45
Kraft News	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan		Kraft News	Alex Drier Man on the Go Co-op	CIO-AFofL Edw. P. Morgan		Kraft Five Star	Alex Drier Man on the Go Co-op	Science Editor		Kraft News		7:00
Fulton Lewis Jr.		Co-op Quincy Howe	Kools, Columbia Pict's Amos 'n' Andy Music Hall (199)	Fulton Lewis Jr.	No Network Service	Co-op Quincy Howe	Amos 'n' Andy Music Hall (199)	Fulton Lewis Jr.	No Network Service	Texaco News	News	Pop The Question		7:15
Dinner Date	No Network Service	Mysteries		Dinner Date	Miles Labs. & (S) News of World (168)	Mysteries	Philip Morris CBS Col., Russell Bing Crosby	Dinner Date	Miles Labs. & (S) News of World (168)	At Ease	Juke Box Jury			7:30
Gabriel Heatter	Miles Labs. & (S) News of World (168)		Philip Morris Bing Crosby	Gabriel Heatter	One Man's Family ****		Am. Oil Ed. R. Murrow (82)	Gabriel Heatter	One Man's Family ****	Casa Nora Morales		Hawaii Calls	Monitor *	7:45
What's Your Opinion	One Man's Family ****		Co-op Ed. R. Murrow	Coca-Cola Co. Eddie Fisher Show				What's Your Opinion		It's Time				8:00
Gangbusters (Participating)	Realemon Puritan Network Participations "Truth or Consequences"	American Music Hall	Jack Carson Show S	Official Detective (Participating)	B&W & Realemon Puritan Network Participations People Are Funny	American Music Hall	Jack Carson Show S	Counterspy (Participating)	National Radio Fan Club	This Week	Weather Chevrolet News	True or False		8:15
		News S				News S				As We See It	Treasury of Music			8:30
Crime Files of Flamond	Air Time	American Music Hall	21st Precinct S	Crime Fighters	The Goon Show	American Music Hall	CBS-Radio Workshop	City Editor		Texaco News		Musical Caravan		8:45
	B&W News	News	Chevrolet News	Esso Reporter	News-Don Pardo	News	Chevrolet News	Esso Reporter	NBC Jab Clinic	Best Bands	Upbeat Saturday Night			9:00
Esso Reporter	DeSoto Plymouth Dealers, "Best of Groucho" (191)	American Music Hall	My Son Jeep	Bob & Ray	American Adventure	American Music Hall	My Son Jeep	Bob & Ray		It's Time		I Ask You		9:15
Bob & Ray		News S	Yours Truly Johnny Dollar	UN Radio Review		News S	Yours Truly Johnny Dollar	American Travel Guide	National Radio Fan Club	Best Bands	Camels Rock 'n' Roll Party (113)		R. J. Reynolds & Co-op Grand Ole Opry (93)	9:30
UN Radio Review		Best Bands of the Land	Leading Question	Co-op State of the Nation	Stars In Action (Nat'l Guard)	Best Bands of the Land	So They Say	Sounding Board		Texaco News		Lombardoland U.S.A. S		9:45
Family Theatre	Duet In Rhythm	ABC News				News				Best Bands				10:00
	News-Frederick	Vandercook, CIO	Eric Sevareid S		News-Frederick	Vandercook, CIO	Eric Sevareid S		News from NBC	It's Time	Basin Street Jazz			10:15
	Chet Huntley Net. Part.	The 3 Suns		Studio X Music	Chet Huntley Net. Part.	The 3 Suns		Studio X Music	Gillette Boxing	National Juke Box				10:30
Studio X Music	This Is Moscow	ABC News	Dance Orchestra		Carling Cons. Club	ABC News	Dance Orchestra		Sports Digest	Texaco News	News S	Renfro Valley Dance Barn	Monitor *	10:45
	TBA	Front & Center			Jane Pickens Show	Indoors Unlimited			Bayuk & Sustaining Meet the Champs	Rhythm on Parade	Saturday Night Country Style			11:00
Virgil Pinkley	No Network Service	Singing with the Stars	CBS News	Virgil Pinkley	No Network Service	Songs By Dini	CBS News	Virgil Pinkley	No Network Service	It's Time		Hardy Burt Comments		11:15 PM
Studio X Music	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	Studio X Music	News of the World Morgan Beatty	Sports Report	Dance Orchestra	Studio X Music	News of the World Morgan Beatty	Lawrence Welk Army Show	News			
										Statler Orchestra	Dance Orchestra	Dance Time		

TIME

SUNDAY			MONDAY - FRIDAY				SATURDAY			
CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
Woolworth Hour (290)	Lutheran Hour (479)	Lutheran's Layman's League "The Lutheran Hour"** (Split) "Monitor" *	Closed Circuit	Toni Carter Corn Prod. Dr. Malone	Luncheon with Lopez	No Network Service	It's Time	Man Around The House (S)	For Teens Only	
News				Gunding Light (137)			Shake the Maracas	Adventure in Science		
				P&G News	Kraft News		Texaco News	News S	Kraft News	
World Music Festival	London Studio Concerts	Monitor *	No Network Service	TBA	Mutual Matinee		Festival	String Serenade	Fifth Army Band	
				M* Mrs. Burton			Texaco News			
	Band Concert	Lutheran's Layman's League ** "The Lutheran Hour" (Split) "The Catholic Hour"	Toni & Bristol-Myers Nora Drake (198)	(MTuTh) Military Band (W) Record Room (F) Salute to the Nation	Weekday ***	Festival	Dance Orchestra	Lucky Pierre		
				Pepper Young's Family			Texaco News			
			The Martin Block Show	Houseparty† (183) R	Bandstand USA		Festival	News S	Country Jamboree	
Music on a Sunday Afternoon	Bandstand USA							Richard Hayes Army Show		
					(MTuWF) Bandstand USA (Th) Dick&Diane		It's Time			Monitor *
News (S)				Corn Prod. Art Smith	Mutual Reports	"The Doctor's Wife"	Festival	Dance Orchestra	Sports Parade	
Asphalt (200) Weather on Hwys		Monitor *	Manhattan Matinee			Miles Labs "Woman In My House"	Texaco News	News S		
				No Service	Mutual Matinee with Dick Willard		Festival	Dance Orchestra		
			Treasury Bandstand			TBA				
A Trout (168) Chevrolet News				News			Texaco News	News S		
			Musical Express							
Indictment						"Fred Waring Song Fest." (Network Local Participations)	Dinner at the Green Room	Dance Orchestra	Co-op Stand-By Sports	
			Ebony & Ivory							
Fort Laramie			Gloria Parker			World of Nordine	It's Time			
			Wall St. Final (Harris, Upham)	No Service	Bob & Ray	Dr. Norman Vincent Peale	Dinner at the Green Room	Make Way for Youth		
Weather	Sports Final				Here's Hollywood Gen. Sports Time Kraft News				Kraft News	

June 25, 1956

Explanation: Listings in order: Sponsor, name of program, number of stations; R repeat; S sustaining; TBA to be announced. Time EDT.

ABC—

7:55-8 p.m., Les Griffith & The News. (332).

Weekend news sponsored by Texas Co. in each of four time zones, 13 times on Sat., 11 times on Sun.

It's Time, 5 min., unsponsored, 10 times on Sat., 8 times on Sun., U. S. Rubber.

CBS—

8:55-9 a.m. Sun. Gen. Fds.—Galen Drake (111)

11:30-11:35 a.m. Sun. Lou Cioffi—News (8)

† Houseparty.

3-3:15 p.m. MWF Lever—Th. Sunsweet. Tues. Campana.

3:15-3:30 p.m., Fri. Dole; Tu. Gen. Motors—Allen Jackson.

Sat.—News 10:00-10:05 a.m.; 10:55-11.00 a.m.; 12 Noon-12:05 p.m. 126 Sta.

Doug Edwards—Pall Mall Wed.-Th. Fri. 8:25-30 p.m.

Amos 'n' Andy Music Hall

Brown & Williamson, M. F. S., Ted Bates

NBC—

* Monitor—Network & Local Participations—Warner-Lambert, Quaker State, RCA, Barbasol, American Oil, Hazel Bishop, Bell Telephone, Miles Labs., 20th Century Fox, Sawyer's, Mack Trucks.

** 'Bible Study Hour', 'Voice of Prophecy', 'The Lutheran Hour' and 'Hour of Decision'—are broadcast at 8:30-9 a.m., 9:30-10 a.m., 1:30-2 p.m. & 10:00-10:30 p.m.—respectively in each area of the country in terms of local time.

*** WEEKDAY—Net & Lcl Participations—Amer. Molasses, Warner-Lambert, Miles Labs., Bell Telephone, Sterling Drug, Kerr Glass, Manhattan Soap, ReaLemon-Puritan.

**** One Man's Family—Net & Lcl Participation Viceroy & ReaLemon-Puritan.

MBS—

Queen For A Day—Seeman Brothers (M-F)

Series B—8:30-9:00 p.m.; Brown & Williamson (M-F.); Curtiss Candy Co. (M.); Myopone (M-F).

P&G ANNOUNCES SUMMER SHOW

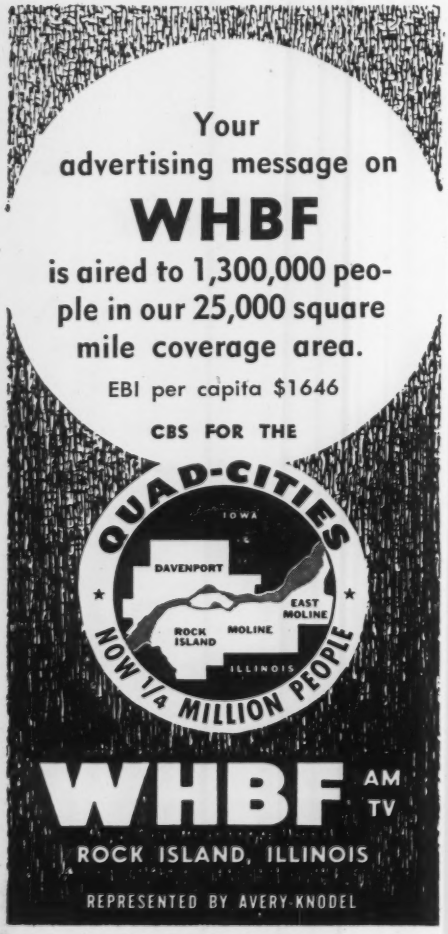
PROCTER & GAMBLE, Cincinnati, through Benton & Bowles, N. Y., will sponsor *Man Against Crime* (10-10:30 p.m. EDT) as the summer replacement on NBC-TV for *The Loretta Young Show* for eight weeks, starting July 1.

CBS SOAPERS GO TO SEWING BEE

CBS RADIO, which says it has "wooed and won" such major advertisers as Colgate-Palmolive Co., for its noon-3 p.m. EDT daytime serial block, has been doing a little special wooing of daytime listeners themselves. On June 13, 12 stars of the CBS Radio daytime serials served as "hostesses of honor" at the first Sewing Fashion Festival at the New York Coliseum. There the stars met thousands of their listener fans, chatted and signed autographs. The mass appearances were plugged on the air and in New York metropolitan newspapers. Apparently the wooing caught the eye of some of the manufacturers at the festival, who, according to CBS Radio, also were visibly impressed by the strong tie between daytime serial listeners and their favorite program.

WRCA PROGRAMS N. Y. 'ARCHIVE'

WRCA New York, in cooperation with the New York U. Communications department, last week launched a new public service program series dealing with various aspects of New York City history. *Archive,* scheduled Sundays, 1:05-1:30 p.m. EDT, a potpourri of voices, dramatizations, commentary and authentic music down the years, is a New York U. production with supervision by WRCA.



THE FIRST of a fleet of six Messerschmidt newscars is parked on the sidewalk in front of San Diego's U. S. Grant Hotel, home of the recently enlarged offices of KSON San Diego, Calif. The imported car is equipped with radio transmitter, radio telephone, batteries, shortwave and standard receiving equipment. Three KSON newsmen will be assigned to each unit. These three (l to r: Jimmy McVicar, News Editor Jack McMullen and Mike Russell) anticipate few parking problems. When street space is limited, they simply pick up the car and put it on the sidewalk.

FATHERS TOASTED ON WHEN

A TIE-IN with Sears, Roebuck stores and WHEN Syracuse in a special two-week long Father's Day promotion netted a local father an outboard motor and his offspring an English bike. The campaign, conducted via Kay Larson's *Milady's Almanac,* asked WHEN's younger listeners to nominate the "Finest Central New York Father." WHEN reported that the station drive, aided by giant posters displayed in the Sears stores, netted Miss Larson "hundreds of replies."

SHAGGY STORY FROM RAB

A SPEECH by Frank Johnson, account executive on Schweppes U.S.A. Ltd., at Ogilby, Benson & Mather, N. Y., titled "How Do You Broadcast a Beard?"—the success story of Schweppes sales through radio—has been reprinted in a special booklet issued last week by Radio Advertising Bureau.

WNEW IN STUDIOUS MOOD

IN order to help New York students who were studying for New York State Regents examinations last week, WNEW New York played "study-conducive" mood music and special musical selections on its disc jockey programs. To help French students, for example, recordings of Edith Piaf and Maurice Chevalier were aired. English students could tune in such appropriate recordings as "Why Can't the English Learn to Speak?" and "Brush Up Your Shakespeare." History students got an assist from songs as "Bonaparte's Retreat" and "Christopher Columbus."

POLICE AID

A TIP furnished police by KSTP-TV Minneapolis-St. Paul cameraman Richard Winer led to the arrest of a 64-year-old parolee for robbery. Shortly after the holdup, Mr. Winer spotted the suspect and alerted police by means of his radio-equipped automobile. An arrest was made moments later and the captured man admitted two robberies and was implicated in several more.

As a result of Mr. Winer's action, Minneapolis police are now giving daily information on wanted criminals and stolen cars to the station for use by its cruising photo cars.

RIESEL ON 'BIG STORY' FRIDAY

A RECAPITULATION of the acid-attack on New York crusading labor columnist Victor Riesel is slated for NBC-TV's *The Big Story* Friday at 9 p.m. EDT. Mr. Riesel, who despite losing his eyesight is back producing a daily column for the Post-Hall Syndicate, will appear in person at the show's conclusion to report on his battle against labor racketeering. *The Big Story* is sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles, N. Y.

CONVENTION-BENT COLLEGIATES

BECAUSE of intensified political interest during the current presidential election year, ABC-TV has announced that it will keep *College Press Conference* (Sun., 4:30-5 p.m. EDT) on the air through the summer, scheduling the two Sunday shows preceding the opening of each political party's convention.

'RASCALS' GO ON RECORD

A NEW 78 RPM record inspired by the tv film series, *The Little Rascals,* was issued last week by Decca Records. It bears the same name as the tv film series, which currently is distributed by Interstate Television Corp. to 164 stations. According to Interstate, all stations will promote the record and company salesmen will utilize it as a merchandising aid for the series.

RUTGERS SWITCHES TO MUSIC

A SERIES of transcribed musical programs ranging from Pre-Bach polyphony to Twentieth Century symphonies will be broadcast on 12 New Jersey radio stations, starting this week, as the summer replacement for the *Rutgers University Forum.* Titled *The Rutgers Summer Music Series,* the programs will be produced at the Rutgers U. Radio Center in New Brunswick.

AND THE LIVIN' IS EASY

BOB E. LLOYD, disc jockey, WHEC Rochester, N. Y., inspired to new creative efforts by network summer programming, has submitted his own summer program plan to the WHEC program department: "Most of the program will be new each day, with only three noticeable changes. On the hour, I plan to present *Your Favorite Newscasts,* followed by *Our Most-Requested Weather Reports.* These two will be separated, naturally enough, with *The Best of Station Breaks.*"

WBNS-TV UPDATES CALCULATOR

A NEW cost-per-thousand calculator is being distributed to more than 1,400 agency time-buyers throughout the U. S. by WBNS-TV Columbus, Ohio, which first introduced such a calculator last year. The new model has a plastic coating that increases visibility and accuracy in reading the dialed figures while, at the same time, adding longevity. An innovation is the addition of a quick check of tv homes per rating which can be read at the time the cost-per-thousand is computed.

WFAA GOES ALL OUT FOR GOLF

WFAA Dallas, Tex., gave the $100,000 Golf International tournaments at Dallas' Preston Hollow Country Club no less than their due. Over the course of a week WFAA devoted three mobile units, five sportscasters, four engineers, and assorted other news and press personnel to its coverage for General Electric. The events were given play-by-play treatment with three 15-minute wrap-up broadcasts daily on three intervening days.

CBS SETS 'BANDWAGON' DATE

CBS News and Public Affairs, which supervises *Adventure* (Sundays, 4:30-5 p.m. EDT), will launch a special election-year series, *Bandwagon '56,* in that time slot July 15 as a summer replacement for *Adventure.* The new series, motivated by the two forthcoming political conventions, will cover the history of U. S. politics combined with current political reports. With CBS newsman Bob Trout featured, the program will utilize film, live remotes, interviews, discussions and newsfilm.

QUICK CAPITOL REPORT ON WEJL

REP. Joseph L. Carrigg, Republican, of Pennsylvania, served as reporter for WEJL Scranton several weeks ago when he covered U. S. Senate passsage of the $600,000 Dyberry Dam flood control project for Wayne County, Pa. The legislator, who carries WEJL's beep-phone number with him, made a report on the Senate proceedings a few minutes after the bill passed.

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Station Authorizations, Applications

(As Compiled by B • T)

June 14 through June 20

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through June 20

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,865	3,020	233	283	115
Fm	518	548	45	13	0

FCC Commercial Station Authorizations

As of May 31, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,658	519	180
Cps on air	32	13	315
Cps not on air	118	15	112
Total authorized	3,008	547	607
Applications in hearing	168	2	125
New station requests	273	6	41
New station bids in hearing	110	0	92
Facilities change requests	144	7	25
Total applicants pending	897	59	298
Licenses deleted in May	0	2	0
Cps deleted in May	0	1	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary Through June 20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	358	94	452[1]
Noncom. Educational	16	5	21[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	320	312	632[1]
Noncom. Educational	21	20	41[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948–April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	999	337	782	554	1,337[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,060	337	816	581	1,398[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 41 already granted.
[5] Includes 672 already granted.

FCC ANNOUNCEMENTS

Existing Tv Stations . . .

ACTIONS BY FCC

KLSE (TV) Monroe, La.—Granted mod. of cp to change ERP to 30.9 kw vis., 15.5 kw aur., and install new ant. system. Granted June 13.

APPLICATION

WDEF-TV Chattanooga, Tenn.—Seeks cp to make changes in facilities of existing tv: change ERP to 316 kw vis., 158 kw aur., and make other equipment changes. Filed June 15.

New Am Stations . . .

ACTION BY FCC

Palmetto, Fla.—E. D. Scandrett's application seeking cp for new am to be operated on 1570 kc, 500 w D, returned. (Filed on site to be determined basis.) Action June 14.

APPLICATIONS

Bradenton, Fla.—Sunshine State Bcstg. Co., 1420 kc, 1 kw D. Post office address P. O. Box 660, Bradenton. Estimated construction cost $26,522.38, first year operating cost $48,000, revenue $40,000. Principals include Pres. **Robert R. Nelson** (52%), mgr. of **WPFH (TV) Wilmington, Del.**; Vice Pres. **William L. Aldredge Jr.** (8%), real estate interests; Secy.-Treas. **Wilbur E. Schonek** (11.5%), insurance interests; **Raymond S. Perrine** (8%), real estate interests; **Rudolph S. Schonek** (11.5%), automotive interests; and **Roger B. Hall** (8%), contracting interests. Filed June 20.

West Chester, Pa.—The Alkima Bcstg. Co., 1260 kc, 1 kw D. Post office address % Frank Short, 609 Maple St., Lebanon, Pa. Estimated construction cost $26,590, first year operating cost $50,000, revenue $60,000. Principals include partners **W. Frank Short** (75%), eastern region sales representative of World Bcstg. System, transcription program service, N. Y.; and **Austin E. Harkins** (25%), machinists. Filed June 15.

Ysleta, Tex.—John S. Chavez, 1150 kc, 1 kw D. Post office address 3408 Pera St., El Paso, Tex. Estimated construction cost $13,444.84, first year operating cost $25,000, revenue $35,000. Mr. Chavez is former producer and was salesman at **WDOV Dover, Del.** Filed June 15.

APPLICATIONS AMENDED

Vineland, N. J.—The Delsea Broadcasters' application seeking cp for new am to be operated

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on 690 kc, 250 w D, amended to change ant.-trans. and studio location. Amended June 20.

Wenatchee, Wash.—Queen Bcstg. Co.'s application seeking cp for new am to be operated on 980 kc, 1 kw D, amended to change frequency to 1410 kc; change ant.-trans. location; specify studio location, and make changes in ant. Amended June 14.

Honolulu, Hawaii—James T. Ownby's application seeking cp for new am to be operated on 800 kc, 1 kw unl., amended to change frequency to 1250 kc and increase power to 5 kw. Amended June 20.

Existing Am Stations . . .

ACTIONS BY FCC

KCLO Leavenworth, Kan.—Granted permission to continue 6 p.m. sign-off time until Oct. 1, with exception of special events. Granted June 15.

WPIT Pittsburgh, Pa.—Granted permission to sign off at 7 p.m. immediately and continuing during months of June through August. Granted June 15.

KWIC Salt Lake City, Utah—Cp for new am to be operated on 1470 kc, 1 kw D, amended to change frequency to 1570 kc and change power to 500 w. Action June 14.

WTCS Fairmont, W. Va.—Application seeking authority to determinte operating power by direct measurement of ant. power, returned. (Incomplete.) Action June 20.

WLIP Kenosha, Wis.—Granted permission to sign off at 6 p.m. during June through August. Granted June 15.

APPLICATIONS

WWPF Palatka, Fla.—Seeks cp to increase power from 500 w to 1 kw. Filed June 15.

WALD Walterboro, S. C.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 15.

KWIQ Moses Lake, Wash.—Seeks authority to determine operating power by direct measurement of ant. power. Filed June 15.

KAIM Honolulu, Hawaii—Seeks mod. of cp (which authorized new am) to change ant.-trans. location; make changes in ant and ground system, and operate trans. by remote control from studio location. Filed June 20.

APPLICATIONS AMENDED

WELI New Haven, Conn.—Application seeking cp to increase D power from 1 kw to 5 kw, amended to make changes in ant. system. Amended June 20.

WTOK Meridian, Miss.—Application seeking cp to change frequency from 1450 kc to 1010 kc; increase power from 250 w to 500 w N, 10 kw D; change ant.-trans. location, and install DA-2, amended to change N power to 1 kw and make changes in DA system. Amended June 20.

WCRK Morristown, Tenn.—Application seeking cp to change frequency from 1450 kc to 1150 kc; increase power from 250 w to 500 w N, 1 kw D; install DA-N, and change ant.-trans. location, amended to make changes in DA pattern. Amended June 14.

KSEM Moses Lake, Wash.—Application seeking mod. of cp (which authorized change in frequency; increase in power; installation of DA-2, and change in trans. location), amended to make changes in DA pattern. Amended June 14.

New Fm Stations . . .

APPLICATIONS

Colorado Springs, Colo.—School District #11 in County of El Paso and state of Colorado, 90.5 mc., 610 w. Post office address 406 N. Weber St., Colorado Springs. Estimated construction cost $11,650. Station is for non-commercial purposes. Filed June 14.

Philadelphia, Pa.—The Trustees of U. of Pennsylvania, 91.3 mc., .014 kw. Post office address % Mr. Gene D. Gisburne, Philadelphia 4, Pa. Estimated construction cost $2,095, first year operating cost $2,000. Station is for non-commercial educational purposes. Filed June 20.

Existing FM Stations . . .

ACTIONS BY FCC

WMLL (FM) Evansville, Ind.—Granted request to cancel license of fm station and delete call letters. Action June 13.

KWFM (FM) Minneapolis, Minn.—Granted mod. of cp to change ERP to 9.7 kw, ant. to 70 ft., and change ant. system. Granted June 11.

KHFM (FM) Albuquerque, N. M.—Granted cp to change ERP to 1.45 kw, ant. to *minus* 11 ft., and change studio location. Granted June 11.

WUSU (FM) Scranton, Pa.—Granted cp to change studio and trans. locations and make changes in ant. system. Granted June 12.

Ownership Changes . . .

ACTIONS BY FCC

KCNO Alturas, Calif.—Granted assignment of license to Interstate Bcstg. Co. for $40,000. Principals are Pres. **J. J. Chandler Jr.** (47%), general manager of **KFLW Klamath Falls, Ore.**; and Southern Oregon Publishing Co. (47%), 100% owner of **KFLW,** majority stockholder of **KRNR Rosenburg, Ore.,** and 20% stockholder of **KYJC Medford, Ore.** Granted June 13.

KYOS Merced, Calif.—Granted transfer of control from **Florence Chatterton,** executrix of estate of **C. O. Chatterton,** deceased, to **Donald B. McCormick** for $55,000 for 50% interest. Mr. McCormick holds 10% interest in **KCOV Corvallis, Ore.** Granted June 13.

KOCS, KEDO-FM Ontario, Calif.—Granted assignment of license to The Daily Report Co., Corporate change. Principals now will be **Jerene Appleby Harnish** (52%); **Carlton R. Appleby** (22%); **Andrew B. Appleby** (13%); **Walter W. Axley** (5%); **James Quay House** (3%); **Ernest H. Atkinson** (2%); **Philip A. Sawyer** (2%); and **Rolph Fairchild** (1%). Granted June 14.

KPAL Palm Springs, Calif.—Granted assignment of license to KAPL Bcstg. Corp. for $66,000. Principals are Pres. **Harry Maizlish** (35%), pres. and sole owner of **KFWB-AM-FM Hollywood, Calif.**; Secy. **Alfred Yallen** (15%), employee of KFWB; and **Bautzer & Grant Co.** (50%), law firm. Granted June 13.

KVEC-AM-TV San Luis Obispo, Calif.—Granted transfer of control to The Valley Enterprises Co. for $450,000. Principals are equal partners **John C. Cohan,** pres.-25.63% stockholder of **KSBW-AM-TV Salinas, Calif.,** pres.-85% stockholder of John Cohan Adv. Inc., Salinas, and 50% partner in applicant for new am at Ridgecrest, Calif.; and **Jerome Kantro,** 5% stockholder of KSBW-AM-TV. Granted June 13.

WKKO Coca, Fla.—Granted assignment of license to **James H. Sawyer** for $81,000. Mr. Sawyer is 40% owner of **WABR, WEAL-TV Orlando, Fla.** Granted June 13.

WINT (TV) Waterloo, Ind.—Granted transfer of 100% control of permittee stockholdings to Universal Bcstg. Co. for $800,000. Universal is licensee of **WISH-AM-TV Indianapolis, Ind.**; owns 100% of Radio Fort Wayne Inc., licensee of **WANE Fort Wayne,** and is permittee of **WANE-TV;** and Anderson Bcstg. Corp., licensee of **WHBU Anderson, Ind.** Granted June 13.

WKIC Hazard, Ky.—Granted assignment of license to Mountain Bcstg. Service for $57,761.86. Principals are Pres. **Fred B. Bullard** (40.98%), 33.3% stockholder of **WKIC;** Vice Pres. **Mrs. Ruby D. Cisco** (40.98%); and Treas. **Robert S. Mansfield** (16.40%), assistant manager and sales director of WKIC. Granted June 13.

WKIK Leonardtown, Md.—Granted voluntary acquisition of negative control of licensee corporation by **William C. Redd** and **James L. Bittner** for $5,000. **Charles E. Springer,** 33% owner, is dropping out of corporation. Mr. Redd and Mr. Bittner will hold 50% each. Granted June 15.

KHEN Henryetta, Okla.—Granted assignment of cp to Henryetta Radio Co. Assignment is for change to corporate status. Granted June 13.

WHBT Harriman, Tenn.—Granted assignment of license to Folkways Bcstg. Co. for $80,000. Principals are Pres. **William R. McDaniel** (40%), director of public relations and news director of **WSM-AM-TV Nashville, Tenn.**; Vice Pres. **Ernest Tubb** (40%), self-employed entertainer working out of WSM; and **Hank Snow** (20%), self-employed entertainer working out of WSM. Granted June 13.

KTXN Austin, Tex.—Granted acquisition of negative control of licensee corporation by **Robert N. Pinkerton** through purchase of stock from **Mrs. O. B. Perot** by General Bcstg. Co., of which Mr. Pinkerton votes two-thirds of stock, for $60,000. Other general principal is **Edgar B. Pool** (33.3%), 25% owner of **KIFN Phoenix, Ariz.** Granted June 13.

KEBE Jacksonville, Tex.—Granted assignment of license to KEBE Inc. Principals are Pres. **Mrs. Leita Moye Laurie** (60%), widow of former station owner **Billy Averitte Laurie,** deceased; Vice Pres. **Ben Erle Laurie** (20%), employee of **KEBE Jacksonville;** and Secy.-Treas. **J. Ann Laurie Spencer** (19%), asst. office manager of KEBE. Granted June 13.

KERV Kerrville, Tex.—Granted transfer of control to **Arthur G. Rodgers.** Mr. Rodgers, 50% owner, is buying out other 25% owners **Hal Peterson** and **Hal & Charlie Peterson Foundation** for $7,500 each. Granted June 15.

KBEC Waxahachie, Tex.—Granted assignment of license to Richard Tuck Enterprises. 50% owner **W. Richard Tuck Jr.** is buying remaining 50% interest from partners **Roy M. Fish** and **James B. Branch Jr.** for $30,000. Granted June 13.

WHBG Harrisonburg, Va.—Granted assignment of cp to Rockingham Radio Corp. Corporate change. Granted June 13.

APPLICATIONS

WGEA Geneva, Ala.—Seeks assignment of license to Radio South Alabama Inc. for $37,500. Principals are Pres. **Howard E. Pill** (30%), 35% owner of **WDAK Columbus, Ga.**; Vice Pres. **Allen M. Woodall** (30%), 50% owner of WDAK; Treas. **Miles H. Ferguson** (25%), 25% owner of **WJHO Opelika, Ala.**; and Secy. **Emery T. Evans** (15%), salesman at WDAK. Filed June 15.

KRWS Post, Tex.—Seeks assignment of license to KRWS Broadcasters. Sole owner **Wallace Simpson** is selling 25% interest to his general mgr. **Bob Garrison** for $5,000. Filed June 15.

KIWW San Antonio, Tex.—Seeks transfer of control from **Joe Olivares** to **Robert N. Pinkerton** and **Edgar B. Pool** for $125,000. Simultaneously filed is application for incorporation of station into KIWW Inc. Mr. Pinkerton, 22.67% owner of **KTXN Austin, Tex.,** and 80% owner of **WBGE Atlanta, Ga.,** will hold 60%. Mr. Pool, 25% owner of **KIFN Phoenix, Ariz.,** will hold 30%. Other 10% will be held by **Lone Star Investment Co.** Filed June 14.

WCAN-TV Milwaukee, Wis.—Seeks assignment of cp from **Lou Poller** to Television Exhibitors of America Inc. Corporate change. Filed June 14.

APPLICATION RESUBMITTED

WQMC (TV) Charlotte, N. C.—Resubmits application seeking assignment of cp from Winfred R. Erwin, receiver, to Hugh A. Deadwyler. Resubmitted June 15.

Hearing Cases . . .

FINAL DECISION

KNAC-TV Fort Smith, Ark.—FCC granted petition by American Television Co. for dismissal of its application to assign cp for KNAC-TV to Southwestern Publishing Co., and for extension of time to complete construction; and denied petitions by "Citizens group for two tv stations in Ft. Smith" and by Southwestern to set aside initial decision and reopen record. Action June 20.

INITIAL DECISION

Oakland, Calif.—Hearing Examiner Thomas H. Donahue issued Initial Decision looking toward grant of application of Channel Two Inc. for new tv to operate on ch. 2 in Oakland, Calif., and denial of competing applications of Television East Bay and San Francisco-Oakland Television Inc. Action June 20.

OTHER ACTIONS

American Bcstg.-Paramount Theatres Inc.—FCC denied petitions by protestants **KFMB-AM-TV** and **KFSD-TV, San Diego, Calif.,** for review of examiner's rulings in proceeding re American Bcstg.-Paramount Theatres Inc. for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to **XETV (TV) Tijuana, Mexico,** in which parties were directed to furnish to each other and to examiner by given date in advance of hearing all proposed written exhibits and in which protestants were

(Continues on page 112)

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PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 77,440* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1956 ARB Continuing Readership Study

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Experienced manager. Or assistant manager. Must be strong on sales. 5 kw. Network station population city twenty-five thousand, northeast real opportunity right man. Box 871G, B•T.

Manager-sales manager . . . successful small market 1 kw daytimer needs your services. This is just the opportunity some young broadcaster has been looking for. Tell us why you're the man for the job and what you'll cost us. Box 910G, B•T.

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Announcer-salesman. Good young announcer to learn selling, copywriting, etc. Earn more than straight announcer. Box 852G, B•T.

Making Friends... Influencing People

Employers like our prompt friendly service. They look first to BROADCASTERS for solution of every personnel problem because each candidate's qualifications are clearly set forth in a professionally prepared resume and report of reference investigation. Each candidate has been carefully screened by specialists who KNOW radio and television.

Placement clients soon become our friends. They like the personal attention we give to the furtherance of their careers, our lower fees and ready willingness to WORK in their behalf.

EXECUTIVE & STAFF LEVELS
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE, INC.

333 Trans-Lux Bldg.
724 Fourteenth St., N. W.
Washington 5, D. C.

RADIO

Help Wanted—(Cont'd)

Salesmen

We need a top salesman . . . and sales manager who likes to make money; to this man we can offer exceptional financial and outstanding future. Major independent in major market. Box 857G, B•T.

Aggressive salesman. California indie. Fine opportunity for applicant under 35, with successful sales background in competitive market. Send photo, resume, first letter. Box 894G, B•T.

Experienced salesman capable of becoming commercial manager successful small market operation . . . able to make good written sales presentation and brochures . . . state related abilities. Forward complete details with photo and references. Salary $100.00 weekly minimum guaranteed. Box 905G, B•T.

Middle Georgia major market — combination salesman and announcers—straight salary and commission. Box 917G, B•T.

Salesman-announcer—daytime station, southwest, excellent opportunity for man who wants security of selling only station in town of 12,000. Box 924G, B•T.

Wanted: Experienced salesman! Good salary plus incentive pay and car expense. Contact Don Wirth, WNAM, Neenah, Wisconsin.

Immediate opening for live wire aggressive salesman. Metropolitan market. 5000 watt fulltime station. Howard B. Hayes, WOKO, Albany, New York.

Experienced radio salesman. If you are in a smaller market with limited income—this is for you. Opportunity is unlimited in this multiple station operation. Start out with good guarantee. Station serves a major Michigan trade area in a sportsman's paradise. Want an aggressive man. Phone W. L. Belaney WPON, Pontiac, Michigan, FE 8-0444.

Southeast radio station needs experienced time salesman—opportunity for advancement for man who will produce. Salary and commission. Write John G. Williams, P. O. Box 336, Savannah, Georgia.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, adlib with flow and momentum, clever quips, novel record intros wanted by station in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Central Florida. Announcer, 1st phone, routine maintenance, good shift, good salary. Box 815G, B•T.

Wanted: A personality announcer who is probably working in a small market now but wants bigger and better things. We are a network radio-tv station in one of the south's largest cities and one of the nation's top 50 markets. Some tv a possibility but radio is where you're needed. now. Send complete resume including salary expected, plus tape and picture to Box 827G, B•T.

Morning man. Must have distinctive style, know his records and be able to maintain present top ratings. Preferences given to applicant now successfully doing similar program, give complete resume salary expected and enclose snapshot. Box 864G, B•T.

Wanted: Top disc jockey with enthusiasm, showmanship, and ability to sell on the air for network affiliated midwestern station. Successful background—a must. Send full particulars, including success stories, photo, tape, required salary to Box 883G, B•T.

RADIO

Help Wanted—(Cont'd)

Announcers

Good announcer-copywriter . . . Must excel in both. Successful small market operation. Experienced in both preferred. Send all details including expected starting salary. Box 907G, B•T.

Minnesota station needs news director. Good salary. Must be good announcer and able to type. Box 916G, B•T.

Announcer, first class license for new Alabama daytimer. Best equipment, ideal working conditions. Give complete information first letter. Box 921G, B•T.

Country and western disc jockey and musician wanted for major eastern market. Send tape, photo, resume. Our staff knows of this ad. Box 934G, B•T.

Experienced announcer, 5000 watt CBS affiliate, Montana's oldest established radio station. Excellent references required. Two weeks paid vacation; health insurance. Our beginning salary ranges from $1.75-$2.00 per hour, 40 hour week. Send 5 minute tape with letter to Assistant Manager, KFBB, Great Falls, Montana.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

We need an adult announcer that sounds like an adult . . . fulltime indie in Hastings. Nebraska, heavy on sports . . . If you are "recent graduate of leading announcing school, can operate board" type, please don't take our time . . . will pay good, living wage, must be experienced. Must know how to really sell a commercial. Rush tape and pertinant data to: Dave Martin, KHAS, Radio, Hastings, Nebraska.

Announcer with first phone. No engineering. Board work, news and commercials. All pop music. Good salary. New station. Pleasant surroundings. Forty miles from Kansas City. KLEX, Lexington, Mo.

Engineer-announcer: Two combination positions open June 23. Must have 1st class ticket. Accent on announcing. Contact C. A. Wynn, KSUL, Sulphur, Louisiana.

Announcer with air personality, experienced, 1000 watt NBC outlet, Tucson, Arizona. Fine climate. No license necessary but must be adept at console. Send brief audition tape, previous employment, salary, etc. KVOA, 209 W. Elm.

California 5kw MBS affiliate needs announcer immediately. Third class license, good voice required. Ideal working conditions and pay. Rush tape and resume to Gene Bell, KYOS, P. O. Box 717, Merced, California.

Announcer, minimum one year's experience. tape, letter, photo to WBTN, Bennington, Vermont.

WJEM, Valdosta, Georgia, one kw daytime music-news-station needs immediately 1st phone announcer combo. Send tape, references and resume. Salary open.

Staff announcer. Rural station near Washington, D. C. Salary commensurate with ability, experience. Rush tape, photo, resume. WKIK, Leonardtown, Maryland.

Immediate opening at kilowatt daytimer in eastern Pennsylvania for experienced staff announcer with possibilities for advancement to assistant manager, near future. Station is one of growing chain. 40 hour week with overtime pay talent fees. Paid vacations. Applicants must have car. Reply by phone immediately or send complete resume, tape, and photo to manager, WLSH, Lansford, Pa.

Opening-July 15th for announcer, strong on news and commercials. Independent 500 watt. Heavy local news and music format. Possible to go to college parttime, three men have completed entire college career by working for us. Airmail training and experience record, photo and tape to Bill Baker, Program Director, WMIK, Middlesboro, Kentucky.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

Information needed to locate Hoyt Brown, hometown is in Alabama. All replies confidential. Contact WVOP, Vidalia, Georgia, or WHAP in Baxley, Georgia.

Top-flight combo first phone heavy on announcing, light on technical. Must be experienced. Top salary. Wire collect Station WWIL, Fort Lauderdale, Florida.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer with announcing experience for remote controlled daytime five kilowatt southern station. Must be capable of assuming full technical responsibility and light announcing schedule. Box 833G, B•T.

Engineer, with first class phone for 50 kw radio and/or maximum power VHF with color. Contact Box 874G, B•T.

First class chief engineer: Maintenance and improvement . . . first requirement. Mobile and stationary remote work mandatory. Air work fine but secondary. Salary above average. Box 888G, B•T.

Chief engineer-announcer. Fine opportunity for applicant under 40. Pacific Coast indie. Send resume. Box 895G, B•T.

Combo man with first class license. Permanent job with clean operation. Salary $85 to $100. Box 908G, B•T.

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WGTM, Wilson, N. C.

Transmitter engineer for southern New York, 24 hour station. Good deal. Extra benefits. WINK, Binghamton, New York.

Chief engineer-announcer for progressive daytimer in friendly central Florida community. Send full details and tape. Opening July 1st. WPLA, Plant City, Florida.

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st class engineer who needs to do practically no maintenance, with experience as an announcer, (good voice a necessity) who will only be scheduled 3 or 4 hours a day on announcer duty, operating own control panel, and be expected to devote half day to selling. Starting salary $75 to $90 weekly plus 15% commission on sales. Radio Station WRNY, Rochester, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Programming-Production, Others

Newsman. Experienced in all phases including local reporting. Advise previous experience, salary expected and attach small photo. Box 865G, B•T.

Male or female with experience capable handling all continuity 5 kw. Network station medium sized city northeast. Box 870G, B•T.

Program director needed with independent programming background for No. 1 station in central United States market. Send full info first letter to Box 887G, B•T.

Program director-announcer with good voice and realistic programming ability. Must be creative and able to develope programming with sell appeal . . . based on news, music and local public service. Send complete details. This is a small market operation that's successful. Tell us what you'll work for. Box 906G, B•T.

Gal Friday. Practical woman broadcaster to handle continuity and do some air work. 1 kw daytimer in small market. Box 909G, B•T.

Wanted: Combo program director and sports announcer. Fulltime station in midwest extremely heavy sports sked. Must know programming and be good at play-by-play, all sports normally carried by high school, plus heavy baseball. Send all tapes and info to Box 936G, B•T.

Newsman: Fulltime to gather, edit, and air newscasts. Also adlib remote news. Above average starting salary, with advancement. Bob Jenkins, Station Manager, KGFW, Kearney.

Hey gal, can you produce outstanding copy fast? Service accounts and keep them sold. Handle your job without being checked? Contact KVWC, Vernon, Texas.

RADIO

Situations Wanted

Managerial

Manager-sales manager: You can't top a proven "pro;" but you can buy his experience and know-how. Request and analyze my resume. Bonafide facts and figures; top accredited industry reputation; substantiated local-national sales know-how business getting ability. Yours for the asking. "Don't let a good one get away." Write Box 776G, B•T.

Manager, salesman, chief engineer. Well versed all phases. Available immediately. Best references. Box 854G, B•T.

30 years old, family man. Now top salesman with station in city over 50,000. Radio and tv experience. Sold over $150,000 radio time in past two years. Have good ideas to build your sales staff. Will consider managerial position in east or midwest. Billing records and qualifications upon request. Box 896G, B•T.

Want to cut overhead and at the same time improve the sales potential of your radio station? Perhaps you need fewer personnel who are more versatile. I offer a record of success in this type operation. Prefer south or west. Looking for opportunity, could invest. Box 900G, B•T.

Manager-sales manager. Twleve years experience. Six at present location. Family man. First class ticket. Proven exceptional record of sales. Young hard working, ambitious. Box 925G, B•T.

Manager—strong on sales, good programming, efficient operation. Mature man of long experience. Good character and references. Prefer salary and percentage. Box 927G, B•T.

Sales manager, 38, strong on radio and tv sales, production and promotion, wants job with future. Salary plus incentive. Veteran, family stable. Resume and references. Box 933G, B•T.

Salesmen

Radio or television sales trainee, 25, single, vet, business administration degree, master's degree in public relations. Salary secondary to experience. Box 913G, B•T.

Announcers

Country music DJ, recording artist, nationally known, top-rated, 26, single, sober, reliable, not character, best references, desires to relocate. Box 772G, B•T.

Recent broadcasting school graduate, good DJ, news, sports, board, tape. Box 882G, B•T.

Salesman-newscaster, married, veteran . . . desires position larger market, or sales manager. Box 889G, B•T.

Managerial shakeup! Qualified salesman, announcer-engineer, seeks immediate position. Married. educated, sober. Box 890G, B•T.

Announcer—staff organist 10 years experience with stations—midwest and West Coast; board experience. Excellent references; musical background. DJ, news, straight announcing. Tapes available. Box 902G, B•T.

Announcer available immediately. 6 years experience—disc jockey, news. Excellent voice. Interested in Pittsburgh, Erie, Buffalo, other locations considered. Box 911G, B•T.

Experienced announcer seeking position with quality operation. Available on two week's notice. Box 919G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Personality, DJ, excellent play-by-play all sports, 6 years experience $100.00 minimum start. Box 931G, B•T.

Announcer, negro, swinging, modern, disc jockey, light experience, tape, available. Box 932G, B•T.

Memorandum from Joe Basic for staff announcer; graduate, strong on narration, news willing to apply. Joe Basic, 2607 N. Lamons, Chicago, Illinois.

10 months announcing, 4 months news director experience. 23—single. Excellent references. Want permanent job, present salary $300 per month. John Jira, 1821 Jackson Street, Two Rivers, Wisconsin.

Tape talks. Will send audition tape upon your request. Recent radio-tv graduate at large university. Vet. AFRS (Korea). Experienced in news, sports, DJ, spot writing at university station. Know RCA, Gates, WE boards. Will locate anywhere. Prefer west of Rockies. Write, wire or phone collect. Sam H. Levinson, 3800 Cascadia Avenue, Seattle 18, Washington.

Colored. Excellent diction, non-experienced. Great salesmanship. Single. Eager to start. Harry Moore, 4860 Kimbark Avenue, Chicago.

Announcer, 3 years. DJ, commercials, sports. Any location, available immediately. Barry Pfeffer, 1937 Daly Ave., Bronx, N. Y.

Announcer: 6 months staff experience, includes play-by-play, single, vet, 24, reliable, no desire to float: Contact Frank Smith, Shelter Island, New York. Phone 9-0162M.

Trained announcer, some acting training. 23, single. Tape, resume, photo. Gene Tully, Box 122, Manasquan, N. J.

Announcing — 26-veteran-married-college-coaching experience—strong on music, sports. Desires permanent work with future management possibilities in midwest. Richard Westbrook, Box 25, Ashley, Ohio.

Technical

Chief engineer, top-notch and not on peanut diet, 16 years broadcast design, construction maintenance. Great Lakes, area preferred. Box 914G, B•T.

Experienced am chief. Professional quality installation, maintenance, management. Sensible thorough, efficient. New England, New York, Pa. Box 918G, B•T.

Programming-Production, Others

Program director: College graduate. Eight years radio, first class ticket. All phases except sales and play-by. Family. Need better opportunity. Prefer chance for working investment in CP or transfer, Arizona or California. Box 832G, B•T.

Opportunity wanted with progressive station. If your music, news, of farm programming format needs revitalizing, contact me. Presently with small agriculture advertising agency. Prefer midwest. Box 881G, B•T.

(Continued on next page)

Interested in buying one or more radio or TV stations. Must be in market of more than 250,000 people. Will discuss with principals or brokers.

John Esau & Company
1601 Graybar Building
MU 4-1159 – New York City

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

Experienced farm director, 25, employed, married, veteran, college degree, top references. Virginia preferred. Box 903G, B•T.

Young, attractive, aggressive, ambitious interested in securing position with profit sharing radio station with opportunity of eventual partnership. One dependent. Qualified for office management, programming, traffic, copy, and air work. Any situation can be handled—additional information on request. Small southeastern town preferred but will reconsider offer warrents. Box 904G, B•T.

TELEVISION

Help Wanted

Salesmen

One of America's best and best-known television stations has opening for one new salesman. Excellent opportunity. Very large midwestern city. Applicants must be college graduates under 35, with at least 18 months experience in television sales. Send details of experience, personal, school and family background with snapshots to Box 935G, B•T.

Television salesman. ABC affiliate—vhf—good market—desire minimum 3 years in radio or television. Good weekly guarantee—excellent commission arrangement. Send resume, full details, first letter, to Robert C. Miller, Sales Manager, KCRG-TV, Cedar Rapids, Iowa.

Announcers

Staff announcer wanted by central Pennsylvania tv station to do both on and off-camera work and participate in all phases of production. For further details, contact: Jim Curtis, Program Director, WSBA-TV, York, Pennsylvania.

TELEVISION

Help Wanted—(Cont'd)

Technical

Top-notch maintenance or transmitter engineer for Chicago area. State full particulars first letter. Salary commensurate with ability and experience. Box 892G, B•T.

Immediately—studio supervisor or first class maintenance—vhf—1st class license—good maintenance—full resume starting salary first letter. Box 912G, B•T.

Newspaper owned television station has immediate opening for technicians. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Key midwest vhf tv station wants outstanding producer-director. Must be experienced, creative and imaginative. Salary commensurate with ability. Must have at least two years experience. Want a man anxious to try new ideas and new approaches to production. Photo and detailed background necessary. Box 920G, B•T.

Situations Wanted

Managerial

Television manager available. 17 years radio-tv experience, desiring change by fall. Economy-minded, with emphasis on sales and general management. For full particulars by letter, wire. Box 839G, B•T.

Operations manager—program director: Thoroughly experienced all phases operation, film, traffic, continuity, studio production. College graduate, 30, married. Available immediately. Highly recommended. Complete resume and references on request. Box 884G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Salesmen

Salesman-announcer, strong news, veteran, married, versatile, desires tv opportunity. Box 899G, B•T.

Salesman with successful record large and small markets. Now selling Texas. Prefer southwest, midwest. Box 929G, B•T.

Announcers

5 years experience in radio and tv. Have done sports, news and special events in radio. Would like opportunity to do same on tv, or radio work in addition to tv in combined operation. Box 893G, B•T.

Technical

Chief engineer, 35, experienced, energetic and conscientious, desires affiliation as chief engineer and minor investor. Box 783G, B•T.

Assistant chief engineer in charge of television wanted by major southwestern vhf, prior experience DuMont equipment a requisite. Reply Box 923G, B•T.

Programming-Production, Others

Coordinate sales and production with experienced assistant program director-production manager. Imaginative. Aggressive. Executive material. Box 838G, B•T.

Ideas, imagination, willingness to work: Producer-director, and on-camera talent. Over two years with large, well-established vhf in 2-million population market. Single, veteran, degree. Box 915G, B•T.

Cameraman, floorman, married, 3 years experience, all studio operations. Best references. Box 930G, B•T.

TV PEOPLE READY NOW

LINDO PAOLI

ED HOWLEY

VIOLET RIES

RON KENZY

JIM BARTLETT

C. R. TICEN

These People have just completed their training in Television Production with Northwest, which included extensive work in one of our commercially equipped studios under the direction of experienced TV personnel. People like these—with TV studio training and production experience—are now available in YOUR area. Though well-versed in TV know-how, you will find them highly adaptable to your station's way of doing things.

Call Northwest FIRST!

Contact John Birrel, Employment Counselor, for immediate details.

NORTHWEST RADIO & TELEVISION SCHOOL

HOME OFFICE: 1221 N. W. 21st Avenue, Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

FOR SALE

Stations

Well-established fm station with good background music contract located on West Coast. Expansion imperative but owner lacks capital. Box 898G, B•T.

Metropolitan market station in prosperous Piedmont section, fulltime. $100,000 to $150,000 category. Terms. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Fulltime local station in industrial TVA region. Current gross is below, while past gross as well as cost of assets exceed asking price, within $100,000. Requires considerable cash. Market presently undergoing further expansion. Paul H. Chapman Co., 84 Peachtree, Atlanta.

Select southwestern property now availble to qualified principals. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Exclusive. Mid-continent single-station market. Progressive city. Offered by the orginal builders. Exclusive with Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Second notice. Listing AR-1 has been sold. Final sale price symbal RB. Inquiries invited regarding other select properties. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment

1-GE BY2B fm antenna. 8-45 degree—1⅝" elbows. 261 ft.—1⅝" coax. 18 expansion hangers, clamp to angle members. 3—composite brackets for side mounting on tower. 1—RCA BAF-14A isolation unit. Box 886G, B•T.

Capitol Transcription Library for sale. Write Box 891G, B•T.

485 ft. self-supporting heavy duty tower, lighting equipment and WE cloverleaf antenna. 3.55 power gain. Sell complete or separate. Box 937G, B•T.

For sale: WE 451-A transmitter. Good condition. Complete with Rust equipment . . . KLIN, Lincoln, Nebraska.

1kw composite transmitter, replaced May 12th, 1956. Best offer, KOLO, Reno.

Tower, 150 ft. insulated, Blaw-Knox CK type, self-supporting, available six weeks, also top 85 ft. of Ideco tower. Excellent condition. Make offer. Chief Engineer, KSD-TV, St. Louis, Missouri.

Used television equipment. **Federal** microwave STL—2000mgs. Dual incoscope film chain—DuMont, with six usable camera tubes. Two Holmes 16mm film projectors-TV 16. Many spare projector parts included. Contact M. M. Burleson, WTTG, Washington, D. C.

Commercial crystals: And new or replacement broadcast crystals for Bliley, Western Electric, RCA holders. Conelrad frequencies. Crystal regrinding etc. Reasonable prices, fastest service—also station am monitor service. Over 20 years in the business! Eidson Electronic Company, Temple, Texas.

Miscellaneous

For rent. San Francisco, Telegraph Hill, 3 room luxury apartment during Republican Convention. Box 880G, B•T.

WANTED TO BUY

Stations

Will buy station or CP down in Georgia or north Florida. Give complete information which will be treated confidentially. Box 885G, B•T.

Station wanted. Private sales, discreet service. Oklahoma, Texas, Kansas, Missouri, Arkansas. Ralph Erwin, Broker, 1443 South Trenton, Tulsa.

Equipment

Tower, 270 feet. Modulation frequency monitors. Console. Box 606, Showlow, Arizona.

Miscellaneous

Believable but powerful dramatic mystery scripts for half hour radio. Top rates. Enclosed return postage. R. J. Alestra, Director, Veron Lewis Productions, Inc., 71 West 45th Street, New York 36, N. Y.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

SERVICES

Tv station management consultants streamline your tv operation. We'll show you how to operate in the black! Guarantee! Proven! Now operating the nation's most unusual television station! KSHO-TV, 13, Las Vegas, Nevada. 24 hours a day, seven days a week! You've read and heard about our extremely unique and revolutionary one man operation! If you are on the air now or planning to go on in the future it will pay you many dividends to . . . call . . . wire . . . fly. TV Station Management Consultants, KSHO-TV, Las Vegas, Nevada. Fremont Hotel. Morry Zenoff-Jim Hawthorne. DUdley 4-7455-DUdley 4-7425.

1956 Olympics films. Order what you want, I will be there. Rate $10.00 plus film, for 100 ft. roll. Reversal process should deliver to you in 6 days from shooting. Jack Sholar, WNOK-TV, Columbia, S. C.

RADIO

Help Wanted

Salesmen

CALIFORNIA CALLING YOU? If you're a hard-hitting salesman with successful direct sales experience and want to associate with a top, independent, Southern California radio station in a major market, write complete resume in confidence.
Box 928G, B•T.

SALES ENGINEERS

Leading broadcast equipment manufacturer needs aggressive sales-minded engineers to call on radio stations in Southeast, Midwest, and Northeast. Should be self-starters. Experience as chief engineer of AM station desirable. High remuneration with expenses. Send complete resume with photo to Box 897G, B•T.

Situations Wanted

Managerial

MANAGER—23 years experience medium and small markets, past 8 in managerial post. Thoroughly familiar with sales management, programming, agency-representative contacts, promotion. Documented sales record. Excellent references, national and local. Seek better opportunity—radio or TV—in executive capacity. Write Box 901G, B•T.

Announcers

"ANNOUNCER" FOR HIRE

Top man, with excellent selling voice and know how—available to give your station "another voice" at fraction of cost of regular employee—no social security, no "paid vacations", never gets sick.
He is your tape voice for commercials. Get new accounts with this new voice. Different voices available for competitive accounts. Inexpensive service for local stations. Minimum cost is monthly order for 12 spots at $2 each, plus $2 handling and mailing charge. E. L. Roskelley, Producer, Irving (Dallas), Texas.

TELEVISION

Help Wanted

MANPOWER

We fully realize the importance of quality *manpower* in our plans.

We operate both VHF and AM in multiple markets of Colorado.

We are expanding into additional stations SOON.

We will welcome contacts with supervisors, engineers, announcers, cameramen, and others essential to radio and television operations.

Please address all correspondence to my personal attention.

Rex Howell
President & General Manager
Western Slope Broadcasting Co., Inc.
P. O. Box 30
Grand Junction, Colorado

Technical

TV TECHNICIAN

TV transmitter-engineer. First class license and car necessary. Send full resume and minimum salary requirement to
Box 763G, B•T

KERO-TV
1420 Truxtun Avenue
Bakersfield, California

STUDIO SUPERVISOR

Need engineer capable assuming duties studio supervisor—strong maintenance background RCA equipment. Permanent position agressive VHF STN. Provide resume training, experience references, availability to Director Engineering.

FOR SALE

Stations

1 KW — Daytimer

Southeast—
good profits
All new facilities
$60,000.00 Cash
Owner

Box 922G, B•T

FOR SALE

Equipment

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

WANTED IMMEDIATELY

Used Equipment for Channel 13

- 20 or 25 kw amplifier
- 25 kw notched-type diplexer
- 25 kw dummy load.

Wire details, price to WWTV, Cadillac, Mich.

EMPLOYMENT SERVICES

FACTS ABOUT PEOPLE AND JOBS FOR RADIO, TELEVISION, FILM, AND ADVERTISING

For radio, television, film and advertising, we specialize in referring qualified people to the jobs in which they can be of most value.

For best service, please be as complete as possible in your first letter or telegram.

Palmer de Meyer, Inc.
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Paul Baron, Director for Radio-TV-Film-Adv. Mu 2-7915
No advance registration fees.
Resumes invited from quaified people.

INSTRUCTION

FCC 1st PHONE LICENSES IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Reservations Necessary All Classes
Over 1700 Successful Students

(Continued from page 106)

directed to furnish applicant copies of their network affiliation agreements. Action June 20.

WFPA Fort Payne, Ala.—FCC scheduled oral argument for July 9 in proceeding re application for renewal of license of **WFPA.** Action June 20.

Evansville, Ind.—FCC denied petition by On The Air Inc. for rehearing and request for oral argument thereon directed to Commission's Dec. 21, 1955 decision granting application of Evansville Television Inc. for new tv to operate on ch. 7 in Evansville, and denying competing application of On The Air Inc. Action June 14.

St. Louis, Mo.—FCC granted petition by 220 Television Inc. for leave to amend its tv application for ch. 11 in St. Louis to reflect changes resulting from death of chairman of board of directors and 10% voting trustee and his replacement by another member of board; reopened record for limited purpose of incorporating amendment, and closed record. Action June 14.

Lorain, Ohio—FCC affirmed examiner's March 9 grant to Sanford A. Schafitz to amend his application for new am in Lorain by substituting new financial showing; denied joint appeal therefrom by **WSPD Toledo, Ohio,** and **WTTH Port Huron, Mich.,** both parties to proceeding. Action June 20.

Lebanon, Pa.—FCC denied in its entirety petition by **WHP-TV, WCMB-TV, WTPA (TV),** all **Harrisburg, Pa.,** and **WHUM-TV, Reading,** for reconsideration and enlargement of issues in protest proceeding on application to transfer control of **WLBR-TV Lebanon,** from Lebanon Bcstg. Co., Lebanon News Publishing Co., et al., to Triangle Publications Inc. Action June 20.

NARBA Notifications . . .

List of changes, proposed changes and corrections in assignments of Canadian stations mod. appendix containing assignments of Canadian stations attached to recommendations of North American Regional Bcstg. Agreement Engineering Meeting Jan. 30, 1941.

Change List #103 **May 25, 1956**

910 Kc

Calgary, Alberta — (New) 5 kw unl., DA-1. Class III. 5-15-57.

990 Kc

CBT Grand Falls, Newfoundland—1 kw unl., ND. Class II. (Now in operation.)

1400 Kc

CKSW Swift Current, Saskatchewan—250 w unl., ND. Class IV. (Assign. of call letters.)

1410 Kc

St. James, Manitoba—(New) 1 kw unl., DA-1. Class III. 5-15-57.

1420 Kc

CJMT Chicoutimi, P. Q.—5 kw unl., DA-1. Class III. 5-15-57.

1470 Kc

Welland, Ontario—(New) 500 w D, DA-D. Class III. 5-15-57.

1510 Kc

CKOT Tillsonburg, Ontario—1 kw D, DA-D. Class II. 5-15-57.

1540 Kc

Burlington, Ontario—(New) 1 kw D, ND. Class II. 5-15-57.

Routine Roundup . . .

June 14 Decisions

Broadcast Actions
By the Commission
Actions of June 13
Renewal of Licenses

Following were granted renewal of licenses on regular basis: **KTOK Oklahoma City, Okla.; KTUL Tulsa, Okla.; KRMG Tulsa, Okla.; WBBZ Ponca City, Okla.; KVGB Great Bend, Kan.; WTKM Hartford, Wis.; WRFW Eau Claire, Wis.; KWDM Des Moines, Iowa.**

June 14 Applications

Accepted for Filing
Modification of Cp

KCEL Oelwein, Iowa—Seeks mod. of cp (which authorized increase in D power and change to DA-2) for extension of completion date.

WPRT Prestonsburg, Ky.—Seeks mod. of cp (which authorized change in frequency; increase in power, and change in ant.-trans. location) for extension of completion date.

WGRF Aquadilla, P. R.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WAAB-TV Worcester, Mass.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 16, 1957.

WARD-TV Johnstown, Pa.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 15, 1957.

WKNB-TV New Britain, Conn.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 15, 1957.

WVEC-TV Hampton, Va.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 4, 1957.

WNET (TV) Providence, R. I.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KBIC-TV Los Angeles, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date.

Renewal of Licenses

KCVN (FM) Stockton, Calif.; WTHS (FM) Miami, Fla.; WBEZ (FM) Chicago, Ill.; WEVC (FM) Evansville, Ind.; WGRE (FM) Greencastle, Ind.; WWHI (FM) Muncie, Ind.; KSLH (FM) St. Louis, Mo.; WOUI (FM) Athens, Ohio; WTDS (FM) Toledo, Ohio; WDUQ (FM) Pittsburgh, Pa.; KACC-FM Abilene, Tex.

License to Cover Cp Returned

WPHB Philipsburg, Pa.—Application seeking license to cover cp which authorized new am, returned. (Name.)

June 15 Decisions

ACTIONS ON MOTIONS

By Comr. Robert E. Lee

WCAE Wilkinsburg, Pa.—Granted petition for extension of time to file oppositions to petition of Wespen Television Inc., Irwin, Pa., to set aside Initial Decision, enlarge issues, and reopen record in ch. 4 proceeding to and including date 10 days following filing by Wespen of supplementary material to its pending petition and also filing by Television City Inc., McKeesport, Pa., of petitions to amend application and for reopening record. Action June 12.

Northern Indiana Broadcasters Inc., South Bend, Ind.—Dismissed as moot "petition for reconsideration of denial of extension of time" filed June 7, requesting commission to reconsider action of Motions Commissioner on June 5, denying its petition for extension until June 5 to file exceptions, supporting briefs and requests for oral argument re its am application. Action June 12.

Broadcast Bureau—Granted petition for extension of time to and including June 18 to file responses to the "petition to intervene and to enlarge issues" filed by Florida West Coast Broadcasters Inc., St. Petersburg, re am applications of Polly B. Hughes, Tampa, and Holiday Isles Bcstg. Co., St. Petersburg, both Fla. Action June 12.

By Chief Hearing Examiner James D. Cunningham

Am Hearings—Ordered that hearing shall commence Sept. 14, re am applications of Great South Bay Bcstg. Co. Islip, N. Y.; Stern Bcstg. Co., Ridgewood, N. J.; **WDVM Pocomoke City, Md.**; and American Family Bcstg. Co., Ridgewood, N. J. Action June 11.

Mt. Sterling Bcstg. Co., Mt. Sterling, Ky.—Granted petition for removal from hearing of its application for new am station to operate on 960 kc, 500 w D; application returned to processing line. Action June 11.

Black Hills Bcstg. Co. of Rapid City, Lead, S. D.; The Heart of the Black Hills Stations, Deadwood, S. D.—Granted motion of Black Hills of Rapid City for dismissal of its application without prejudice (ch. 5) and retained in hearing status application of The Heart of the Black Hills Stations (ch. 5). Action June 12.

WKXY Sarasota, Fla.—Ordered that June 8 document "Correction to Hearing Record," filed by WKXY is accepted and associated with pleadings in proceeding re its application for mod. of cp., and further ordered that transcript of hearing is corrected in manner and to extent proposed. Action June 12.

By Hearing Examiner Hugh B. Hutchison

WKMF Flint, Mich.—Granted petition for continuance from June 18 to June 28 for presentation and exchange among parties of applicant's written affirmative evidence re its am application, and continued from June 25 to July 2 hearing thereon. Action June 13.

By Hearing Examiner Annie Neal Huntting

KUIN Grants Pass, Ore.—Issued first statement concerning prehearing conferences and order re am application of KUIN, setting forth agreements and requirements which shall govern course of the proceeding to extent indicated; hearing now scheduled for July 3 is continued to July 31. Action June 13.

By Hearing Examiner Basil P. Cooper

Regional Bcstg. Co., East Hartford, Conn.—Granted request for continuance from June 13 to June 18 for filing of reply findings in proceeding re its am application. Action June 12.

By Hearing Examiner Herbert Sharfman

Grand Prairie, Tex.—On oral request of Radio Center Inc., Arlington, Tex., and without objection by counsel for other parties, ordered that time within which notice may be given of intention to take depositions is extended from June 15 to and including June 22, in re am applications of Grand Prairie Bcstg. Co., Grand Prairie. Action June 12.

June 15 Applications

Accepted for Filing
License to Cover Cp

KHAM Albuquerque, N. M.—Seeks license to cover cp which authorized new am.

WMCD Welch, W. Va.—Seeks license to cover cp which authorized increase in power.

License to Cover Cp Returned

KGON Oregon City, Ore.—Application seeking license to cover cp which authorized change in frequency, increase in power and installation of DA, returned. (Incomplete.)

Modification of Cp

KLIX-TV Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv) for extension of completion date to Feb. 15, 1957.

WWLP (TV) Springfield, Mass.—Seeks mod. of cp (which authorized changes in facilites of existing tv) for extension of completion date to Oct. 1.

WCOC-TV Meridian, Miss.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Oct. 16, 1957.

WIFE (TV) Dayton, Ohio—Seeks mod. of cp (which authorized new tv) for extension of completion date.

KILT (TV) El Paso, Tex.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Jan. 1, 1957.

Renewal of Licenses

WIND Chicago, Ill.; WCFL Chicago, Ill.; WMOK Metropolis, Ill.; WPEO Peoria, Ill.; WOKW Sturgeon Bay, Wis.; WPWT (FM) Philadelphia, Pa.

Renewal of License Returned

KHBL Plainview, Tex. (Improperly signed.)

Remote Control

KRDG Redding, Calif.; KID Idaho Falls, Idaho; WTIV Titusville, Pa.; KROD El Paso, Tex.

June 19 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of June 15

KAMO Rogers, Ark.—Granted license covering increasing power from 500 w to 1 kw.

WDUX Waupaca, Wis.—Granted license for am station.

WCOG Greensboro, N. C.—Granted extension of completion date to 10-21-56.

Actions of June 14

Following stations were granted authority to operate trans. by remote control: **KRDG** from 1214 Locust Street, **Redding, Calif.; KROD** from Wyoming and Walnut Sts., **El Paso, Tex.; KID** from 1355 E. 17th St., **Idaho Falls, Idaho; WTIV** from 202 W. Spring St., Rm. 309-311, Second National Bank Bldg., **Titusville, Pa.**

KFSA-TV Fort Smith, Ark.—Granted extension of completion date to 11-15-56.

Actions of June 13

WOKE Oak Ridge, Tenn.—Granted authority to operate trans. by remote control from Oak Terrace, Robertsville Rd., Grove Center, Oak Ridge.

WCUM-FM Cumberland, Md.—Granted license covering changes in licensed station.

WNOW-TV York, Pa.—Granted extension of completion date to 1-5-57.

Actions of June 12

WGOV Valdosta, Ga.—Granted license covering changing from employing DA-2 to DA-N.

WJMC Rice Lake, Wis.—Granted license covering mounting fm ant. on top am tower and changes in ant. system.

WCDL Carbondale, Pa.—Granted license covering change in facilities and hours of operation.

KPOK Scottsdale, Ariz.—Granted extension of completion date to 1-9-57.

Actions of June 11

KBRZ Freeport, Tex.—Granted permission to sign-off at 6 p.m. during June through Sept.

WORG-FM Orangeburg, S. C.—Granted license which replaced expired permit which authorized changes in licensed fm.

WJMC-FM Rice Lake, Wis.—Granted license covering changes in licensed station.

Following were granted extensions of completion dates as shown: **WTWO Bangor, Me.,** to 1-5-57; **KADM Othello, Wash.,** to 11-12-56, program tests not to be authorized until station KSEM commences program tests on 1470 kc and license will not be issued until KSEM is licensed on 1470 kc; **WRMF Indialantic-Melbourne, Fla.,** to 11-3-56; **WSPD-TV (aux.) Toledo, Ohio,** to 11-2-56; **WTVY Dothan Ala.,** to 12-31-56.

WNBH-FM New Bedford, Mass.—Granted change of remote control points to 432 County St., New Bedford, Mass.

June 20 Decisions

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

WCAE Wilkinsburg, Pa.—Granted petition for extension of time to and including June 20 to file oppositions to petition for leave to amend and to reopen record filed by Television City, Inc., McKeesport, Pa., in ch. 4 proceeding. Action June 19.

By Hearing Examiner J. D. Bond

Knorr Bcstg. Corp., Lansing, Mich.—Granted petition for continuance of hearing now scheduled to commence on July 30, to date to be fixed by subsequent order, in proceeding re its am application and that of Booth Radio and Television Stations Inc., Lansing. Action June 19.

Rollins Broadcasting of Delaware Inc., Philadelphia, Pa.—Granted petition for amendment of certain dates now scheduled in proceeding re its am application and that of Franklin Bcstg. Co. Philadelphia; set aside so much of the order of May 18 which set: (1) exchange of direct affirmative case exhibits upon engineering matters on or before June 18, and (2) further prehearing conference and hearing of evidence on June 20 and 27; and further ordered exchange of direct affirmative case exhibits upon engineering matters will be accomplished on or before June 25, and further prehearing conference shall be held on June 27, at which time date will be fixed for commencement of hearing. Action June 19.

By Hearing Examiner H. Gifford Irion

WBHB Fitzgerald, Ga.—By Memorandum Opinion and Order, granted petition for leave to amend its am application to specify new trans. site. Action June 15.

By Hearing Examiner Basil P. Cooper

Manchester Bcstg. Co., Manchester, Conn.—Granted motion for extension from June 18 to June 25 to file reply findings in proceeding re its am application. Action June 15.

By Hearing Examiner Herbert Sharfman

Deadwood, S. D.—Ordered that schedule set forth in the Hearing Examiner's order of May 15, being rescinded, in ch. 5 proceeding, Deadwood, hearing on application of The Heart of the Black Hills Stations is scheduled for June 19. Action June 14.

June 20 Applications

Accepted for Filing

Modification of Cp

WBLU Salem, Va.—Seeks mod. of cp (which authorized new am) for extension of completion date.

WELI-TV New Haven, Conn.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

WNLC-TV New London, Conn.—Seeks mod. of cp for extension of completion date.

WMFL (TV) Miami, Fla.—Seeks mod. of cp for extension of completion date to Jan. 1, 1957.

WCTV (TV) Thomasville, Ga.—Seeks mod. of cp for extension of completion date to Sept. 1.

WITH-TV Baltimore, Md.—Seeks mod. of cp for extension of completion date.

WBID-TV Detroit, Mich.—Seeks mod. of cp for extension of completion date.

WTWV (TV) Tupelo, Miss.—Seeks mod. of cp for extension of completion date.

WRTV (TV) Asbury Park, N. J.—Seeks mod. of cp for extension of completion date.

WFPG-TV Atlantic City, N. J.—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

WEOL-TV Elyria, Ohio—Seeks mod. of cp for extension of completion date to Jan. 16, 1957.

WTOH-TV Toledo, Ohio—Seeks mod. of cp for extension of completion date.

WJIL-TV Johnson City, Tenn.—Seeks mod. of cp for extension of completion date to Jan. 28, 1957.

WCAN-TV Milwaukee, Wis.—Seeks mod. of cp for extension of completion date.

License to Cover Cp

KFSD-TV San Diego, Calif.—Seeks license to cover cp which authorized new tv and to specify studio location as Co-Op Bldg., Enterprise & Frontier Sts., San Diego, Calif.

KONA (TV) Honolulu, Hawaii—Seeks license to cover cp which authorized new tv.

WLBT (TV) Jackson, Miss.—Seeks license to cover cp which authorized new tv.

UPCOMING

JUNE

June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.

June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.

June 28: Tv Bureau of Advertising's overall advertiser-agency tv presentation, Sheraton-Cadillac Hotel, Detroit.

June 28-29: N. C. Assn. of Broadcasters, Carolinian Hotel, Nags Head, N. C.

JULY

July 10: TVBA overall advertiser-agency tv presentation, Cocoanut Grove, Hollywood.

July 12: TVBA presentation, Gold Room, Fairmont Hotel, San Francisco.

AUGUST

Aug. 17-19: West Virginia Broadcasters' Assn., late summer meeting, Greenbrier Hotel, White Sulphur Springs, W. Va.

SEPTEMBER

Sept. 11-12: CBS Radio convention, Hotel Pierre, New York.

OCTOBER

Oct. 1-3: National Electronics Conference & Exhibition, Hotel Sherman, Chicago.

Oct. 4-5: Central Region AAAA Meeting, Hotel Blackstone, Chicago.

Oct. 7-10: Western Region AAAA Meeting, Hotel Del Coronado, Coronado, Calif.

Oct. 29-30: Second annual RAB Nat'l. Radio Advertising Conference, Waldorf Astoria Hotel, New York.

NOVEMBER

Nov. 27-28: AAAA Eastern Annual Conference, Hotel Roosevelt, New York.

NARTB CONFERENCES

Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Sept. 17-18	Nicollet Hotel Minneapolis
Region 7 (Mountain States)	Sept. 20-21	Utah Hotel Salt Lake City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H., Alaska)	Sept. 24-25	St. Francis Hotel San Francisco
Region 6 (Kan., Okla., Tex.)	Sept. 27-28	Okla. Biltmore Okla. City
Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 11-12	Shoreham Hotel Washington
Region 1 (New England)	Oct. 15-16	Somerset Hotel Boston
Region 4 (Ky., Ohio, Ind., Mich., Ill., Wis.)	Oct. 18-19	Sheraton Lincoln Indianapolis
Region 3 (Fla., Ga., Ala Miss., La., Ark., Tenn., P. R.)	Oct. 25-26	Dinkler-Tutwiler Birmingham

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

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company name

address

city *zone* *state*

Please send to home address — —

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Radio in the Driver's Seat?

IN THE COURSE of covering our beat, thousands of speeches meet our editorial eye. Few demand more consideration than that delivered by Arthur Pardoll, director of broadcast media for Foote, Cone & Belding, to the Maryland & District of Columbia Assn. of Broadcasters last fortnight. We commend to our readers the condensed text of his remarks which appears in this issue.

Mr. Pardoll is in a position to buy millions of dollars worth of broadcast time; his opinion therefore carries the ring of the cash register along with the ring of authority. Bluntly, he has told radio's salesmen that they are underselling their medium. This, coming from a buyer, should make every broadcaster take note.

To use his words: "Advertisers—and advertising agencies—are interested in just one thing: securing a channel of communication that provides the greatest amount of exposure for a sales message to the right prospects at the most reasonable cost and under the most favorable conditions.

"In this area, radio need take a back seat to no medium."

Broadcasters welcome the kind of frank appraisal Mr. Pardoll gave them in this speech. We hope that the next time he mounts a podium he'll be able to report a marked change in radio's position—to the front seat, right behind the wheel.

No Part Time Job

CONGRESSIONAL overlap, rather than the business of broadcasting, ought to be investigated. Last week the Senate Commerce Committee, to all intents, completed the taking of testimony on its two-year tv inquiry, which covered the range from allocations to option time.

Now, Chairman Celler (D-N. Y.) of the House Judiciary Committee erupts with a new inquisition to begin June 27, covering the same ground, plus the patent situation, antitrust aspects and even purported influence on the FCC. Other House committee files have been pre-empted and network files in New York are to be "examined." Madison Ave. already has been invaded by investigators from the FBI, FCC Network Study Group and Senate.

The House committee proposes a month of hearings, with FCC, network heads, group owners, independent tv station heads and film syndicators to be called. We suggest the Committee might save time and taxpayers' money by simply reviewing the Senate committee record before it embarks into wasteful duplication.

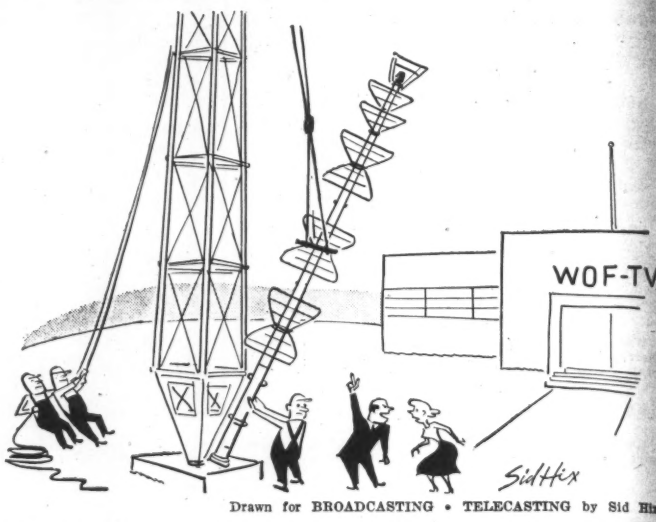
Because the Senate inquiry, after two years, has reached a period with no further witnesses scheduled (the record is still open), let's sum up. Within the past fortnight it has received a liberal education. This came not a whit too soon. Contrary to widespread insinuations, the committee learned that network affiliates seek no relief from Congress or the FCC in their relations with networks; that they would like Congress to keep hands off if it is interested in seeing the public served with the best that this nation's creative minds can supply.

The committee, to use the words of its fiery but fair-minded acting chairman, Sen. Pastore (D-R. I.), recognizes that the uhf-vhf allocations picture is an almost insolvable "mess." It recognizes that the public hasn't been complaining. It also recognizes that while there is not adequate service in many areas (three network choice, for example), more than 90% of the public is getting tv service. It recognizes that the affiliates hold no grievances against their networks that can't be settled, business-fashion, across the table.

Affiliates representing each of the three existing tv networks came forward voluntarily to defend their networks. It was the same story over and over again, from big, medium and small stations, uhf as well as vhf. Without their networks they would not have gotten off the ground; without option time there would be no networks. They followed the network presidents who stood their ground, and disputed the allegations (by Sen. Bricker [R-Ohio]) of monopoly and of exorbitant profits on peanut investments.

The hearings proved a liberal educational also for the broadcasters. They had not realized the widespread lack of understanding on Capitol Hill of broadcast operations and what makes the networks tick. The necessity for indoctrination never was more apparent.

The only legislator remaining outwardly unconvinced is Sen. Bricker, who seems bent upon outdealing the New Deal and Fair Deal in his zeal to muzzle the broadcast media. No matter how it's sliced, it is evident he wants public utility-common carrier regulation. That means rate-fixing, and that, in turn means loss of freedom, which spells censorship, pure and simple.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"Get that 'do-it-yourself' program man of ours out here—we've got a job for him!"

Sen. Bricker wants to license networks. They are licensed now through their owned and operated stations, without which they couldn't justify their operations. Since these stations are in key markets, they originate most of the network programs. So it's tweedle-dee or tweedle-dum whether they're licensed directly or indirectly.

The danger is in the public utility approach. Sen. Bricker loses sight of the fact that Congress, in the existing law, says broadcasting is no common carrier, and that the Supreme Court has affirmed that very concept. Congress can change its mind, but at this writing, we would judge Sen. Bricker's is a voice in the legislative wilderness.

It is gratifying to learn, from his address June 15 in Ocean City, Md., that FCC Chairman McConnaughey doesn't go along with his fellow Ohioan on the public utility concept. He said Congress wanted to allow "the freest play to private initiative and private enterprise in the utilization of spectrum space" and that "broadcasting is not in fact—and should never be compelled by law to adopt the characteristics of—a common carrier."

Progress is being made here and there. It becomes abundantly clear, however, that education isn't a part time job. It has to be pursued 365 days each year—as many broadcasters learned first hand during the last fortnight in Washington.

It Takes One To Know One

ROBERT T. MASON, the down-to-earth broadcaster who runs WMRN Marion, Ohio, and who himself occasionally runs for office, such as Congress, the City Council and the NARTB board, knows politics and politicians. He has become a bit weary of the harangues of office-holders and office-seekers against so-called overcommercialization.

Mr. Mason does not condone all that goes over the air. He argues, however, that the progenitors of "bait-switch" are the politicians, who make campaign promises to win votes and then follow the course of least resistance.

Mr. Mason suggests that a committee representing the NARTB, AAAA, ANA, AFA, ANPA, and perhaps others interested in advertising, be formed to monitor the 1956 campaign year. "It might be interesting," he writes B•T, "for the American people to compare the truthfulness of advertising with the truthfulness of political campaign promises."

Maybe Mr. Mason has a point.

NEW KSTP-TV ANTENNA IS HIGHEST TV STRUCTURE IN AREA . . . IMPROVES SIGNAL IN THOUSANDS OF FRINGE AREA HOMES!

KSTP-TV, the Northwest's *first* television station and *first* with maximum power has done it again! This time it is a new six-bay antenna further increasing tower height and making it the Twin Cities' highest structure.

This major improvement adds thousands of potential regular viewers to KSTP-TV as letters from more than 100 miles away indicate. A few of these letters (with a map showing writers' locations) are shown below.

Here's what viewers tell us:

1 *"KSTP-TV comes in perfect. The picture couldn't be any clearer in Minneapolis. We appreciate what you have done to give us better reception. We are 105 miles from Minneapolis."*

Melrose, Minnesota

2 *"Since your new TV antenna was put in use, our TV picture comes in very well. We are 102 miles from Minneapolis and it really is amazing how clear the picture comes in."*

Rice Lake, Wisconsin

3 *"Congratulations on your increase in power. I watch your shows with pleasure now that the picture is so much stronger. I live 180 miles south of St. Paul."*

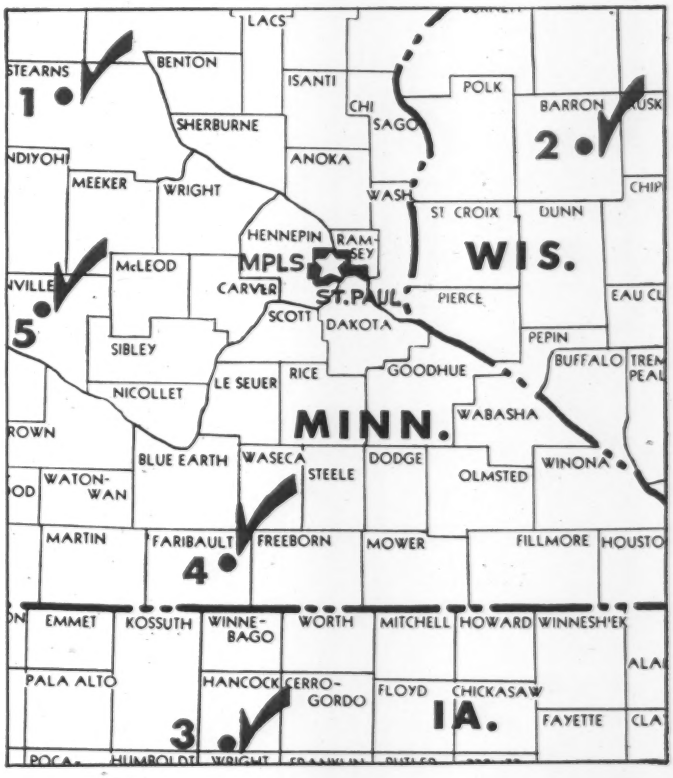
Kanawha, Iowa

4 *"Since Friday morning both picture and sound on KSTP-TV are tremendously improved. We enjoy your programs more than ever and watch Channel 5 all the time."*

Wells, Minnesota

5 *"We watch your shows every day. Since Friday reception has been wonderful. In fact, it is perfect."*

Olivia, Minnesota



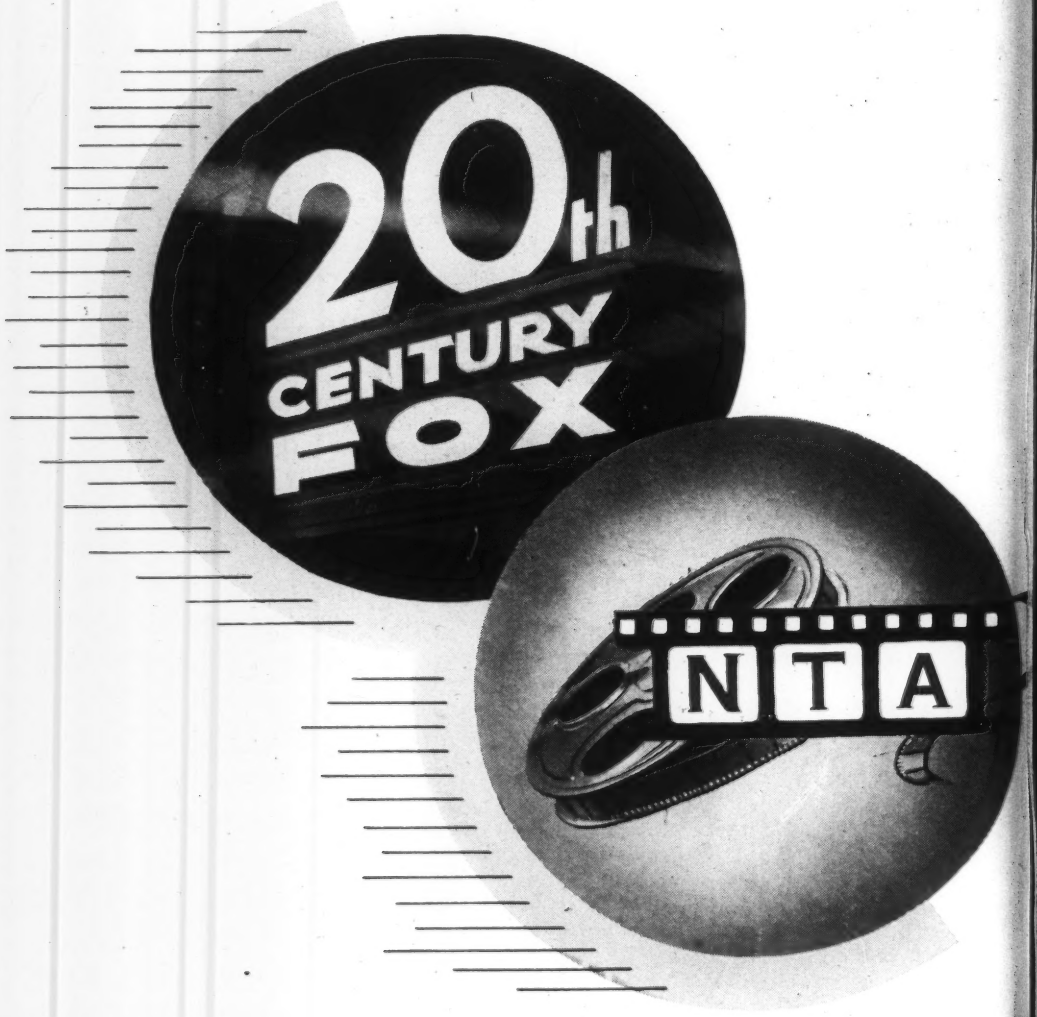
KSTP-TV 5

MINNEAPOLIS • ST. PAUL ***Basic NBC Affiliate***

"The Northwest's Leading Station"

Represented by Edward Petry & Co., Inc.

in maintaining a tradition of quality...



proudly present 52 outstanding feature films for television

including:

This Above All
Tyrone Power, Joan Fontaine
Footlight Serenade
Betty Grable, John Payne
Wing And A Prayer
Don Ameche, Dana Andrews
The Homestretch
Cornel Wilde, Maureen O'Hara
Daisy Kenyon
Joan Crawford, Dana Andrews
Foxes Of Harrow
Rex Harrison, Maureen O'Hara

The Ox-Bow Incident
Henry Fonda, Dana Andrews
How Green Was My Valley
Walter Pidgeon, Maureen O'Hara
Kiss Of Death
Victor Mature, Brian Donlevy
House On 92nd Street
Lloyd Nolan, William Eythe
Centennial Summer
Jeanne Crain, Cornel Wilde
Hudson's Bay
Paul Muni, Gene Tierney

on the way to you from NTA... *today!*

N T A

National Telefilm Associates, INC. **60 West 55th Street, New York, N. Y. • PLaza 7-3**

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612 N. Michigan Avenue	8721 Sunset Blvd.	1434 St. Catherine St.	2685 Sterick Building	Statler Hotel Office Building	1109 Currie Avenue
Phone: Michigan 2-5561	Phone: Crestview 1-1191	Phone: University 6-9495	Phone: Jackson 6-1585	Phone: Liberty 2-0533	